



**TID & TENDENSER**  
TIDSÅND, SAMFUND, FORBRUG & DESIGN



## Publication schedule 2018

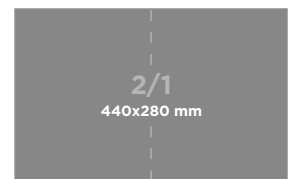
| Issue                 | Deadline         | Publication date  |
|-----------------------|------------------|-------------------|
| TID & tendenser no. 1 | 22 February 2018 | 8 March 2018      |
| TID & tendenser no. 2 | 1 May 2018       | 17 May 2018       |
| TID & tendenser no. 3 | 30 August 2018   | 14 September 2018 |
| TID & tendenser no. 4 | 1 November 2018  | 19 November 2018  |

## Circulation

Four annual issues: 1.000 stk. Distribution in Denmark, Norway and Sweden.

## Advertising rates and formats in the printed edition

| Format                   | Size (width x height) | Euro  |
|--------------------------|-----------------------|-------|
| 1/1                      | 220 x 280 mm.         | 1,350 |
| 2/1 (double page spread) | 440 x 280 mm.         | 2,240 |



## Technical specifications

- » Size: 220 x 280 mm, folded and trimmed.
- » High resolution PDF file in CMYK. Send to mail: [produktion@pejgruppen.dk](mailto:produktion@pejgruppen.dk).
- » All advertisements: + 3 mm bleed.
- » Stitching, inserts etc., please contact the sales department for individual offers.
- » Prices are based on 100 percent finished material, delivered according to the technical specifications.
- » Where corrections to the material are required, these will be incorporated time permitting and where technically possible. Hourly rate: Euro 110.





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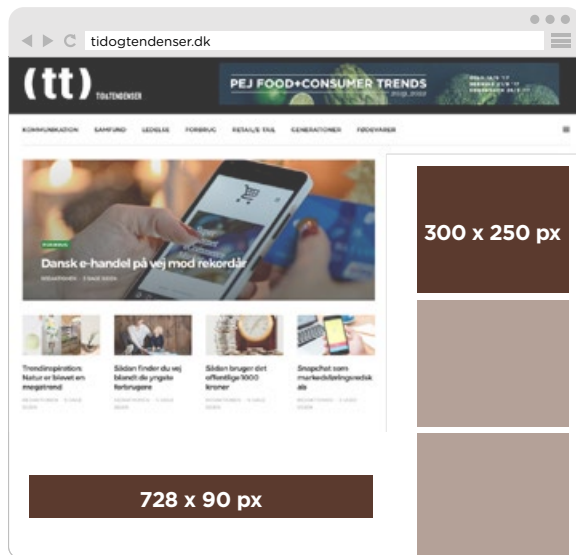
Online portal

Size (width x height)

300 x 250 px

728 x 90 px

Materials: Jpg file and preferred link/URL

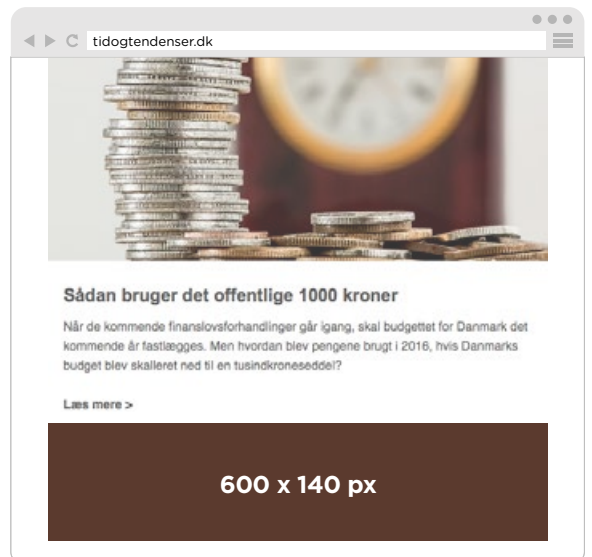


Online newsletter

Size (width x height)

600 x 140 px

Materials: Jpg file and preferred link/URL



Banners on the online portal - Euro

| Months    | 300x250px | 728x90px |
|-----------|-----------|----------|
| 12 months | 1,350     | -        |
| 6 months  | 950       | 1,210    |
| 3 months  | 600       | 940      |
| 1 months  | 400       | 540      |

Banners in the newsletter - price per day

| Position | Euro |
|----------|------|
| Top:     | 82   |
| Middle:  | 68   |
| Bottom:  | 55   |

Annual subscription:

- » Access to annual Kick Off Seminar in December for one person per subscription. (Worth: Euro 270)
- » Four yearly issues – each with 132 pages.
- » Access to all issues online.
- » Access to article archive divided in themes.
- » Newsletter every week with trends, tendencies, analyses etc.
- » Discount on selected seminars.

Price: Euro 400





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## **Zeitgeist & Society**

Keep up to date with the latest trends within politics, media, marketing, management, life stages, generations, demographics, gender, economy, moral, ethics, prosperity, health, food, teaching, education, logistics, retail, culture and religion.

## **Consumption & Lifestyle**

TID & tendenser describes the development in economic trends, we analyse and describe the latest figures and statistics, we relate to the development of the life style industries and write about the trends within sales channels, advertising, communication, technology, lifestyle, travel, design and consumption.

## **Design, products & services in the future**

TID & tendenser describes trends within product development, innovation, aesthetics, architecture, art, food, interior, fashion, colours, stylistic expressions, fairs, conferences and exhibitions.

## **TID & tendenser prepares the readers for the future**

TID & tendenser is the only publication in Scandinavia, which decodes zeitgeist, society and lifestyle trends – and brings into focus the consequences regarding consumption, retail and design. TID & tendenser also brings articles from pej gruppen's think tank: Fremtids-tanken.

## **Target group: Opinion makers**

TID & tendenser is written for opinion makers in private businesses as well as in the public sector.

## **TID & tendenser's subscribers include:**

- » Media managers/editors
- » Ministers and public top leaders
- » Design and purchase managers
- » Chain managers
- » CEOs
- » Marketing and sales managers
- » HR/personnel managers
- » Product and concept developers
- » Professional board members

**In other words: tid & tendenser's subscribers include everyone with a need for background knowledge and input for development.**





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## Sales

Bente Bitsch Nielsen  
Line Kassentoft Johansen  
Email: salg@pejgruppen.dk

## Production

Anette Faarup  
Anja Bloch-Hamre  
Email: produktion@pejgruppen.dk

## Editor

Louise Byg Kongsholm, editor in chief  
Helene Mathiasen, editor  
Katrine Rosgaard Klemmensen, redaktør  
Email: redaktionen@pejgruppen.dk  
Portal: www.tidogtendenser.dk

## Terms and Conditions

Invoicing on date of publication: 8 days net.  
Invoice fee: Euro 6,72  
Reservations made for strikes, lockouts  
and force majeure.

## pej gruppen

Bitsovvej 2  
DK-7400 Herning

Email: info@pejgruppen.dk  
www.pejgruppen.com  
Tel.: +45 97 11 89 00  
CVR-nr.: DK-84552828

*pej gruppen is northern Europe's largest company within trend spotting and inspiration. We provide information about trends and consumption in fashion, interior, design, food, media and advertising. Our product portfolio consists of trade magazines, lectures, speeches, counseling, advice, publications, trendstore, trend materials and conferences. We are a permanent staff of 17 plus a number of freelancers and our office is placed in inspiring surroundings in a renovated farmhouse just outside Herning. Read more about pej gruppen's business platform and products at [www.pejgruppen.com](http://www.pejgruppen.com)*

