

MEDIA KIT 2019

TID & tendenser

TID & TENDENSER

TID & tendenser is a unique and future-oriented journal focusing on zeitgeist, society, consumption and lifestyle across industries.

TID & tendenser keeps the readers updated on zeitgeist and economy as well as new trends within politics, media, marketing, management, life stages, generations, demographics, lifestyle, gender, welfare, health, food, education, culture, consumption, retail, e-commerce etc. in the printed journal and a weekly newsletter.

Terms and conditions

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

Prices ex. VAT



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ABOUT TID & TENDENSER

The writers in TID & tendenser

The journal has a unique and strong amount of writers who are professionally well-founded, excellent intermediaries and manage to put their respective fields into perspective focusing on the future. Among the writers are Anne Glad, Anne Skare Nielsen, Ann Lehmann Erichsen, Birthe Linddal, Camilla Birch, Emilia van Hauen, Flemming Birch, Henrik Meng, Henrik Libak, Jesper Bo Jensen, Johannes Andersen, Lars Tvede, Louise Byg Kongsholm, Mads Arlien-Søborg, Marianne Levinson, Ole E. Andersen, Poul Erik Jakobsen, Soulaima Gourani and many more.

TID & tendenser also presents articles from pej gruppen's think tank, Fremtidstanken.

The mission of the editorial is to prepare decision-makers, strategists, management, concept and product developers, design, marketing and sales personnel for the future with inspiring and perspectival articles about zeitgeist and trends.

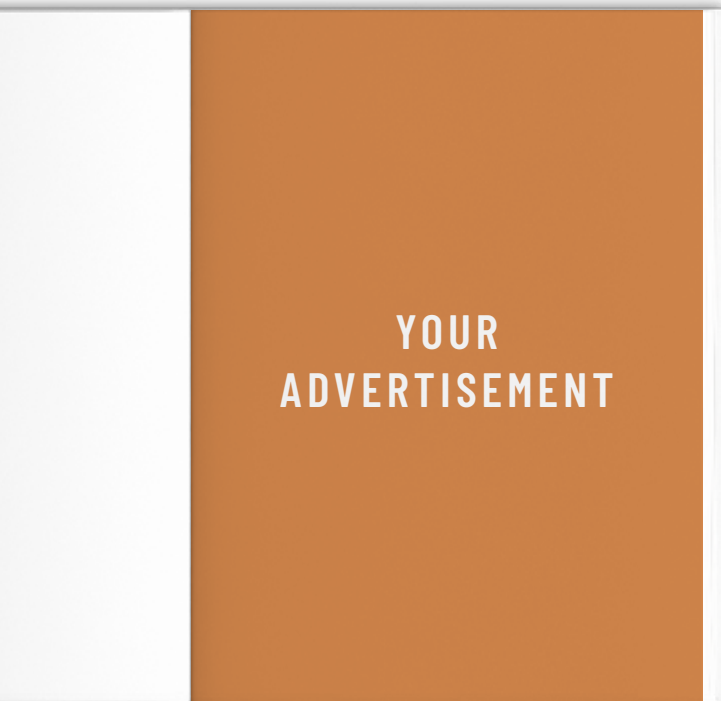
The subscribers of TID & tendenser include:

Media Managers/Editors
Ministers and Public Chief Executives
Design and Buying Managers
Chain Managers
CEOs
Marketing and Sales Managers
HR/Personnel Managers
Product and Concept Developers
Professional Board Members

In other words: The subscribers of TID & tendenser include everyone with a need for background knowledge and input for development.

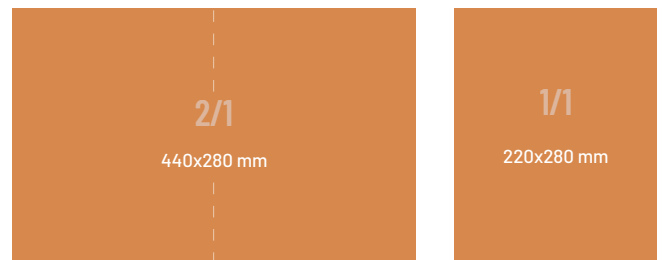
PRINT FORMATS AND PRICES

The journal TID & tendenser is published in four annual printed issues and sent to subscribers. Each journal decodes zeitgeist, society and lifestyle trends – and brings into focus the consequences.



ADVERTISEMENTS IN THE PRINTED JOURNAL

Format	Format (WxH)	€
1/1	220 x 280 mm.	1,350
2/1 - spread	440 x 280 mm.	2,240



TECHNICAL SPECIFICATIONS

- Size: 220 x 280 mm., portrait format
- Silk paper (coated)
- High resolution PDF file in CMYK.
Send to email: 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.

PUBLICATIONS IN 2019

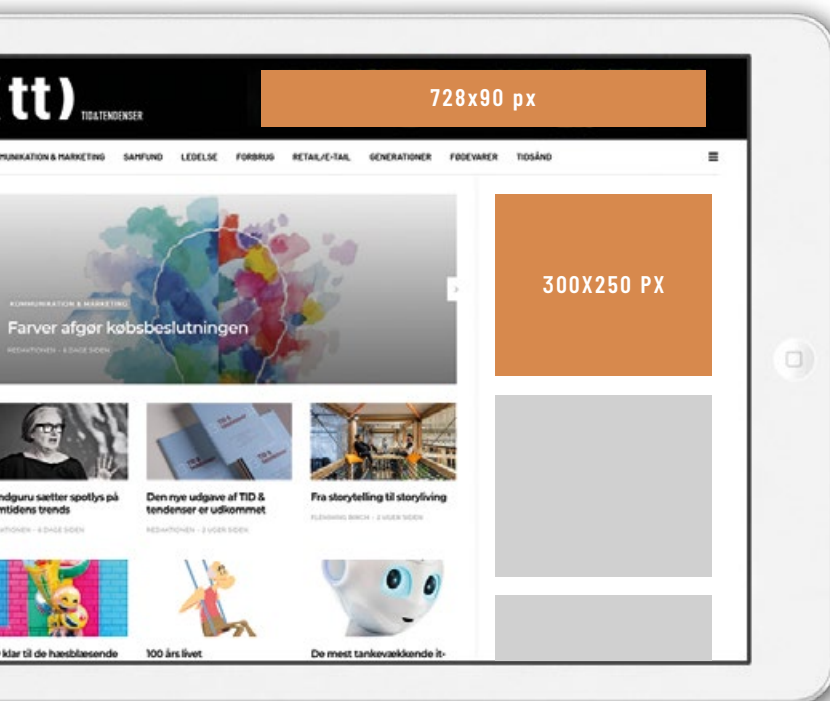
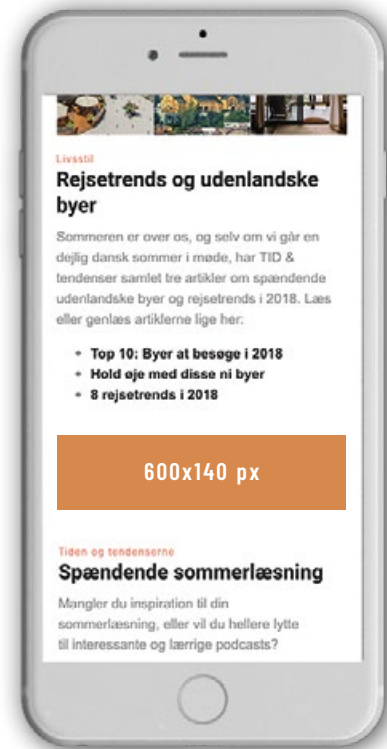
Issue	Deadline	Publ. date
TID & tendenser no. 1, 2019	18/2-19	7/3-19
TID & tendenser no. 2, 2019	15/5-19	31/5-19
TID & tendenser no. 3, 2019	5/9-19	23/9-19
TID & tendenser no. 4, 2019	24/10-19	8/11-19

ONLINE FORMATS AND PRICES

TID & tendenser allows the reader to become immersed in a number of online articles on tidogendenser.dk and in the summative newsletter, which is sent out once a week. You also have the opportunity to draw attention to a message through online advertising – and even better through a combination of print and online advertising.

BANNERS FOR THE NEWSLETTER

Placering	600x140px
Top:	€82
Middle:	€68
Bottom:	€55



BANNERS FOR THE ONLINE NEWS PORTAL

Måneder	300x250px	728x90px
12 mdr.	€1,350	-
6 mdr.	€950	€1,210
3 mdr.	€600	€940
1 md.	€400	€540

SUBSCRIPTION



A SUBSCRIPTION COSTS EURO 400 PER YEAR AND INCLUDES:

- Four annual printed issues of the journal
- Access to all previous issues of the journal in e-pages
- A weekly newsletter
- Access to a big article archive at tidogtendenser.dk
- Free access for one person at pej gruppen's annual Kick off-seminar in Herning or Copenhagen (Value: €270)

TID & tendenser is part of pej gruppen, which is northern Europe's largest company within trend spotting and inspiration. We provide information about trends and consumption within fashion, interior, design, food, media and advertising through trade magazines, journals, lectures, counseling, publications, trendstore, online shop, trend materials and conferences. We are a permanent staff of 17 and 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 pejgruppen.com

"As counsellors within communication and media, it is crucial for us to be updated on relevant knowledge about consumers, social trends and zeitgeist across many different industries. pej gruppen gives us an overview and a qualified interpretation of the main trends and tendencies. With a TID & tendenser subscription, we get a good combination of ongoing updates in the online universe and four annual issues that go into details with interesting topics that always give us new, different perspectives on our own and our customers' challenges."

– Camilla Wrang, Mindshare, Business Planning Manager (Subscriber)

"I often check the article archive of TID & tendenser when I research or seek inspiration for a new assignment. Both within food and retail, they are formidable to gather the latest global and local trends."

– Anne Glad, Independent Consultant (Subscriber)