

nu

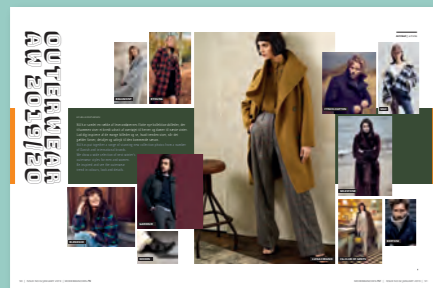
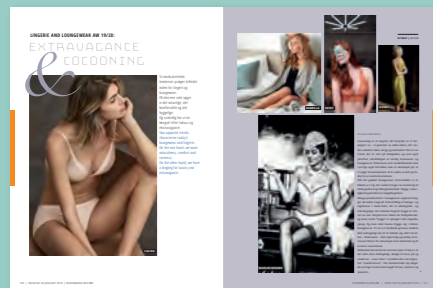
m o d e b r a n c h e n



VIL DU
HAVE MODE- OG
INTERIØRBRANCHENS
OPMÆRKSOMHED?

DO YOU WANT ATTENTION FROM THE FASHION AND INTERIOR RETAILER?

Mediainformation NU buyer's magazine 2019



NU ER SVARET

Magasinet NU er målrettet professionelle indkøbere af mode, lingerie, design, interiør og accessories.

Magasinet indeholder et mix af messeoptakter og nyheder fra danske og internationale brands.

REDAKTIONELLE TEMAER I NU COPENHAGEN FASHION WEEK:

Copenhagen Fashion Week - trade fair previews

Trend & Colours Spring/Summer 2020

NEW! Dresses - the new femininity!

Lingerie & Beachwear Spring/Summer 2020

Outerwear Spring/Summer 2020

NU International sætter redaktionel fokus på den nye sæson og de internationale fagmesser.

NU er et seriøst, internationalt b-2-b-magasin, der giver indkøberne et samlet overblik på sæsonens nyheder. Magasinet er et funktionelt og inspirerende værktøj målrettet indkøbere.

NU buyer's magazine har et oplag på 10.000.

NU IS YOUR ANSWER!

The NU buyer's magazine is targeted professional buyers of fashion, lingerie, design, interior and accessories.

The magazine's content is a mix of trade fair previews and news from the business.

EDITORIAL THEMES IN NU COPENHAGEN FASHION WEEK:

Copenhagen Fashion Week - trade fair previews

Trend & Colours Spring/Summer 2020

NEW! Dresses - the new femininity!

Lingerie & Beachwear Spring/Summer 2020

Outerwear Spring/Summer 2020

NU International has editorial focus on the new season and the upcoming international trade fairs.

NU is an international trade magazine that provides an overview of the new season's fashion and design news. The magazine is a functional tool directed at clothing, accessories and lingerie buyers.

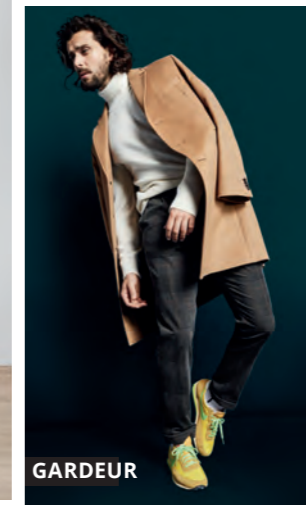
NU buyer's magazine has a circulation of 10,000 copies



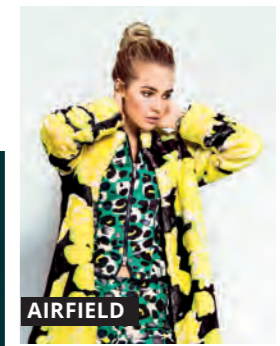
KAREN BY SIMONSEN



MAC



GARDEUR



AIRFIELD



LUISA CERANO



CG CLUB OF GENTS



HANRO



MINUS



SAMOON



RIL'S



HORNVAREFABRIKKEN



HÖGL



PRESENT TIME



PUBLISHER - MATHIESEN MEDIA

EDITOR IN CHIEF

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Har et indgående kendskab til modebranchen, som hun har fulgt tæt i over 24 år. Står i dag bag medievirksomheden Mathiesen Media.

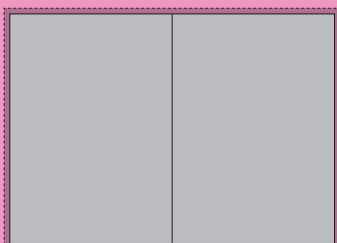
The editor has a profound knowledge on the lifestyle industry, which she has observed and analyzed through 24 years. Today she is the owner of the publishing and communication business Mathiesen Media.

SALES/ADVERTISING

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FORMATS



2/1 side (450x297 mm)
+ 5 mm til beskæring



1/1 side (225x297 mm)
+ 5 mm bleed

Mængde og gentagelsesrabatter forhandles individuelt. Til alle formater skal lægges 5 mm til beskæring/bleed på alle fire sider, og der holdes 8 mm margin i siderne samt 5 mm i top og bund fri for tekst.

Alle priser er baseret på trykklar pdf. Rettelser i færdigt materiale udføres mod betaling.

Handelsbetingelser: Betaling 8 dage efter modtagelse af faktura.

Forbehold mod force majeure, lockout og strejke. Til alle priser skal tillægges moms.

Terms of payment: 8 days from publishing date.

Reservation for force majeure, lockout and strikes.

UPCOMING PUBLICATIONS

NU INTERNATIONAL

Material deadline:

May 30, 2019

Publication date:

June 17, 2019

Editorial focus:

European fashion and interior trade fairs, fashion trend S/S 20, interior trend A/W 19

NU COPENHAGEN FASHION WEEK:

Material deadline:

June 26, 2019

Publication date:

July 19, 2019

Editorial focus:

Preview CIFF and Revolver, fashion trend S/S 20

OPLAG / CIRCULATION

10,000 copies distributed to European and Scandinavian buyers



DANSKE MEDIERS
OPLAGSKONTROL

ANNONCEPRISER / PRICES

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2/1 dobbeltside, double page:

Eur 4,500 / DKK 34.000



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