

REACH  
35,000\*  
READERS

IN THE SCANDINAVIAN  
LIFESTYLE & FASHION SECTOR!

\*analyses show that in average each copy of a trade magazine is read by five people. NU's circulation is 7,000 copies

BOOK YOUR AD NOW!

Be part of NU no. 02 2023:  
160 pages out on July 21, 2023

KEYWORDS ON NU:

Top inspiration & relevant business news prior to the new buying season, sleek design, all about the new trends & colours, text in both Danish & English, direct distribution to Scandinavian buyers, high, yet precisely targeted circulation

nu

# nu

**EARLY BIRD PRICES:  
BOOK BEFORE 1. OF MAY**

**GET 20% DISCOUNT!**

**EARLY BIRD PRICE - FULL PAGE AD:**

Normal price: 21,000 DKK  
Early bird price: 16,800 DKK (2,240 Euro)  
Format full page: 225 mm x 297 mm + 5 mm bleed

**EARLY BIRD PRICE - DOBBLE-PAGE AD:**

Normal price: 34,000 DKK  
Early bird price: 27,200 DKK (3,600 Euro)  
Format double-page: 450 mm x 297 mm + 5 mm bleed  
All prices plus VAT.

**EDITORIAL DEADLINE:**

June 28, 2023

**MATERIAL DEADLINE PRINT-READY ADVERTS:**

June 30, 2023

**EDITORIAL FOCUS:**

Fashion trend S/S 24, interior trend A/W 23, previews Cliffe,  
Revolver, Formland, Stockholm Fashion District

**CIRCULATION: 7,000 COPIES!**

3,000 hard copies of NU are sent directly to fashion & lifestyle retailers/onliners in Denmark, Norway, Sweden and Finland + 4,000 copies of NU are available for buyers and press at selected trade fairs

**LANGUAGE IN NU:**

Danish/English.



**PUBLISHER/EDITOR**

Helle Mathiesen  
+45 4243 3492  
helle@mathiesenmedia.dk



**SALES**

Elsebeth Pugflod Lamare  
+45 4243 0352  
elsebeth@mathiesenmedia.dk