



\*Analyses show that in average  
each copy of a trade magazine  
has five readers.

NU's circulation is 7,000 copies

REACH  
35,000\*  
READERS

IN THE SCANDINAVIAN  
FASHION & LIFESTYLE SECTOR!

Book your ad now and be part of NU no. 02 2024:  
Out on July 24, 2024

# nu

Do you want your brand to stand out?

Book an advert in NU's  
upcoming July 24 issue!

## EDITORIAL FOCUS:

Fashion trend S/S 25  
Interior trend A/W 24  
Trade fair previews  
Outdoorsy! Summer edition

## CIRCULATION

**7.000 eksemplarer / 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.

## PUBLICATION DATE

July 24, 2024

## PRICES

### Full page advert

20,000 DKK (2,700 EURO)  
Format: 225 mm x 297 mm + 5 mm bleed

### Double page advert

30,000 DKK (4,000 EURO)  
Format: 450 mm x 297 mm + 5 mm bleed  
*Prices are plus VAT*

## EDITORIAL DEADLINE

June 26, 2024

## MATERIAL DEADLINE PRINT-READY ADVERTS

June 28, 2024



### PUBLISHER/EDITOR

Helle Mathiesen  
+45 4243 3492

[helle@mathiesenmedia.dk](mailto:helle@mathiesenmedia.dk)



### SALES

Elsebeth Pugflod Lamare  
+45 4243 0352

[elsebeth@mathiesenmedia.dk](mailto:elsebeth@mathiesenmedia.dk)

## MATHIESEN MEDIA

Østergade 27A · DK-7400 Herning · [mathiesenmedia.dk](http://mathiesenmedia.dk)