

nu

REACH
35,000*
READERS

IN THE SCANDINAVIAN
FASHION & LIFESTYLE SECTOR!

*Analyses show that in average each copy
of a trade magazine has five readers.
NU's circulation is 7,000 copies

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and be part of
NU no. 02 2026 - July 21, 2026



Do you want your brand to stand out?

Book an advert in NU's
upcoming July 2026 issue!

EDITORIAL FOCUS

Fashion trend Spring/Summer 2027

Themes:

Outdoorsy! Summer Edition
Lingerie & Loungewear S/S 27
Swim & Beachwear S/S 27

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 21, 2026

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 25, 2026

MATERIAL DEADLINE PRINT-READY ADVERTS

June 29, 2026



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Scan and read
NU's Jan./Feb.
2026 edition