



REACH



READERS
IN THE SCANDINAVIAN
FASHION & LIFESTYLE SECTOR!

Book your ad now
and be part of

NU no. 01 2027 - January 19, 2027

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

nu



Do you want your brand to stand out?

Book an advert in NU's
upcoming January 2027 issue!

EDITORIAL FOCUS

Fashion trend Autumn/Winter 27/28

Themes:

Outdoorsy! Winter Edition

Lingerie & Loungewear

CIRCULATION

7.000 eksemplarer / 7,000 copies

3,000 hard copies of NU are sent directly to fashion & lifestyle retailers/online 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

January 19, 2027

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

December 21, 2026

MATERIAL DEADLINE

PRINT-READY ADVERTS

December 22, 2026



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edition