

The magazine SKO

specs & rates

FORMATS

1/1 page	215 x 280 mm
1/2 page	215 x 140 mm (horizontal)
1/2 page	102.5 x 280 mm (vertical)
1/4 page	215 x 70 mm (horizontal)
1/4 page	102.5 x 140 mm (vertical)

SPECIFICATIONS

Format	B 215 x H 280 mm
Printing	Offset
4 colours	CMYK
Cover	100 gr. ProfiMatt
Contents	100 gr. ProfiMatt
Column width	92.5 mm
Column height	241.5 mm
Bleed	5 mm

MATERIAL

Your advert must be supplied before deadline and to the correct specifications. Delivered files must be high res. pdf-files. Minimum 300 dpi and CMYK colours. 5 mm bleed beyond the format (top, bottom, left, and right). Please remember to include crop marks.

SKO takes no responsibility for errors in supplied adverts. Production charges are added to booking invoices for adverts that require specification fixes or other changes. In case changes are needed, please send new pdf-file.

**PLEASE SUBMIT MATERIAL TO
NINNA VATNHAMAR
NV@SKOBRANCHEN.DK**

RATES

All rates are excl. VAT

Front cover	DKK 13,700
Back cover	DKK 12,000
1/1 page	DKK 11,000
1/2 page	DKK 8,200
1/4 page	DKK 6,900

DISCOUNTS

Ask for an offer.

INSERTS

Rates depend on weight of insert.
Please ask for an offer.

READERSHIP

Readers of SKO are retailers, wholesalers, agents manufacturers, employees in shoe shops, and other stakeholders to the Danish shoe business sector.

PUBLICATIONS 2019

	Publication dates	Ad deadlines
Nr. 1*	21/01	04/01
Nr. 2*	25/02	07/02
Nr. 3	17/04	01/04
Nr. 4	17/06	31/05
Nr. 5*	30/07	09/07
Nr. 6*	02/09	09/08
Nr. 7	23/10	04/10
Nr. 8	27/11	08/11

* Fashion fair publications