

SKO

En del af SKOBRANCHEN.DK

EVEN MORE VISIBLE IN 2023



SKO brings the industry up-to-date. Six times a year, we address relevant topics for both Shoe Retailers and Shoe Suppliers. We look at the trends in the industry and we look at the actual trend.

We report from fairs at home and abroad, and we talk with industry profiles, just as we look at what is happening in the business, on the marketing front and on social media.

In addition, we work with a team of experts from Dansk Erhverv, who report on current topics in the magazine.

Our circulation will be even bigger in 2023. We already have a great many relevant readers of SKO; the industry's managers, owners, buyers and the employees in the stores.

In 2023, we will have even more readers, and you can help influence the development!

By purchasing the front cover or a full-page advert you have the option to also be included in 'Kort & Godt' with a short text and a photo.

The front cover advertiser gets their name and contact information mentioned in the magazine's colophon.

It is also possible to buy an advertorial, where you can write an article about your company, showcase your products. You can of course provide text and images yourself, or we can offer to write the text for you.

Contact Pia Finne on tel. +45 2078 5064 for more information.

SINGLE ADVERTS *excl. vat*

Front cover	DKK 12.000,-
Back cover	DKK 10.600,-
1/1 page	DKK 10.000,-
1/1 page advertorial	DKK 6.000,-
Text for advertorial	DKK 2.000,-
1/2 page	DKK 7.700,-
1/4 page	DKK 6.600,-

ADVERTISEMENT DEALS 2023 *excl. vat*

2 pc. 1/1 page (incl. Fair magazines no. 1 and 4)	15% discount	DKK 17.000,-
1 pc. 1/1 page og 1 stk 1/2 page	20% discount	DKK 14.000,-
3 pc. 1/1 page	20% discount	DKK 24.000,-
4 pc. 1/1 page	22% discount	DKK 31.000,-
2 pc. Front cover, 2 stk 1/1 page	25% discount	DKK 33.000,-
6 pc. 1/2 pages distributed over all 6 issues	28% discount	DKK 33.000,-
6 pc. 1/1 pages	30% discount	DKK 42.000,-

Contact Mads Krabbe tel. +45 4247 0091 for more offers!

'Dobbelt exposure'

Get your products mentioned in 'Kort & Godt'

By purchasing either a front cover or a full-page advertisement, you get the opportunity to be included in 'Kort & Godt' with a short text and photo.

Example:



GET NOTICED BY YOUR PEERS IN 2023

SKO

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Publication dates & specs

SIZES

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)
Advertorial	Please ask for specifications

INSERTS

Rates depend on weight of insert.

READERSHIP

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

SPECIFICATIONS

Format	B 215 x H 280 mm
Printing	Offset
4 colours	CMYK
Cover	250 gr. ProfiMatt
Contents	130 gr. ProfiMatt
Column width	52 mm
Column height	220 mm
Column gap	7 mm

PUBLICATIONS 2023

	Publication date	Advert deadlines
#1*	26/1	5/1
#2	6/3	16/2
#3	8/5	20/4
#4*	24/7	6/7
#5	2/10	14/9
#6	6/11	19/10

* Fashion Fair publications

Adverts must be supplied in the correct formats and as high res. pdf-files, i.e. minimum 300 dpi and CMYK colours. 5mm bleed beyond 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 for amendments to specifications or other changes to supplied adverts. In case changes are needed, please send new pdf-file. Please send advertising material to: mads@krabbedesign.dk

Cancellation and No Show Policy

Cancellation of advertising orders must be made at least 14 days prior to the deadline for supplying advertising material. If advertising orders are cancelled less than 14 days prior to the deadline, 50% of the agreed price will be invoiced. Where no cancellation has been received prior to the deadline, and no advertising material is supplied for the current magazine, 100% of the agreed price will be invoiced.