

# The magazine SKO

## specs & rates

### FORMATS

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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)

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### SPECIFICATIONS

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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

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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: [nv@skobranchen.dk](mailto:nv@skobranchen.dk)

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#### **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.

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### RATES

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*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

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### INSERTS

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Rates depend on weight of insert.

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### READERSHIP

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

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### PUBLICATIONS 2022

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	Publication dates	Ad deadlines
#1*	24/01	06/01
#2*	07/03	17/02
#3*	09/05	21/04
#4*	25/07	07/07
#5	05/09	18/08
#6	07/11	20/10

\* Fashion fair publications