

SKO

MAGAZINE FOR NORWEGIAN SHOE BUSINESS



TOPICS SKO 2020

- No 1: 16.01 Fashion Trends AW 2020/21. Fair issue
- No 2: 02.04 Fair Reports—AW 2020/21 models
- No 3: 04.06 Special: Retail and shoe business
- No 4: 23.07 Fashion Trends SS 2021. Fair issue
- No 5: 09.10 Fair Reports—SS 2021 models
- No 6: 03.12 Trade and Consumer Trends and Changes



MEDIA INFO



2020



TARGET GROUP-SPECIFICATION:

Shoe manufacturers, retailers, agents and wholesalers, tanneries, employees in shoeshops, shoemakers and others with interest for the shoe business.

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PUBLICATION PLAN 2020

No.	Deadline	Publ. date
1*	03. Jan	16. Jan
2	19. Mar	02. Apr
3	14. May	04. Jun
4*	25. Jun	23. Jul
5	17. Sep	08. Oct
6	12. Nov	03. Dec

*Trade fair issues.

SUPPLEMENTS

0–30 gram	NOK	15.900,-
30–60 gram	NOK	17.400,-
60–100 gram	NOK	20.900,-
Over 100 gram		Ask for offer

FORMATS

Format: 210 x 297mm

Composed matter format: 185 x 260 mm

Bleed: Yes

Advert Sizes

Front page 210 x 297 mm (bleed if necessary)

1/1 page 210 x 297 mm (bleed if necessary)

1/2 page 185 x 126 mm or 90 x 260 mm

1/4 page 185 x 65 mm or 90 x 126 mm

News letter banner 500x175 px

Web page banner 180x350 px

Please send advertising material to le@obst.no

Advertising material: Digital. High res PDF, CMYK color.

Cancellations: Must be given in writing and at least 14 days before deadline.

Deadline for ordering: 5 days before deadline for material.

ADVERTISING PRICES

Ordinary issues

Front page*	4 colour	17.200
Double page		22.100
1/1 page		13.400
1/2 page		10.100
1/4 page		8.500

Trade fair issues

Front page*	21.900
Double page	26.900
1/1 page	15.900
1/2 page	10.900
1/4 page	9.100

* Note that the magazine logo must be included.

Digital Marketing

Advertisement in our newsletter	2.500
Banner ad on our website, pr month	1.000

Content Marketing

Please contact us for more details and pricing

Leverandørservice

Advertisement in the vendor register in the back of the magazine, included in every issue, price for one year	2.090
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Job advertisements

We offer 40% discount on job advertisements.

Agency commission: 3,5%

Special placement: 10% extra on ordinary price.

Prices do not include VAT.



Complaints will not be accepted if deadline for material has not been respected. Complaints, corrections and cancellations must be given in writing.