

DANSK DAILY

MEDIA INFORMATION 2010

DANSK DAILY

DANSK Daily is a daily fashion week newspaper, which aims to cover all aspects of Copenhagen Fashion Week. DANSK Daily is published every day during Copenhagen Fashion Week twice a year. The newspaper is an exciting joint venture between Copenhagen Fashion Week and DANSK Magazine.

The newspaper gives the visitors of Copenhagen Fashion Week their daily fashion flash with updates from fashion week such as show reviews, background articles, designer profiles and fashion news. The articles are in-depth, entertaining and visually inspiring.

DANSK Daily is produced and printed overnight to be delivered to shows, trade fairs, shops, restaurants, hotels and many other places early the next day. DANSK Daily's editorial department is independent and can therefore cover all aspects of the fashion business. The department is made up of great international and Danish journalists.

DANSK Daily relates curiously, critically, seriously, journalistically and honestly to fashion and lifestyle activities during Copenhagen Fashion Week. DANSK Daily provides daily show reviews, profiles on designers and companies as well as news on fashion business, trends and much more.

CONTACT

DANSK Daily
Kronprinsensgade 13, 4,th
1114 Copenhagen K.
Email: info@danskdaily.dk
www.danskdaily.dk

ADVERTISEMENT

CONTACT
Jens Loekke
Mobile: +45 40 94 30 00
Email: jens@stylecounsel.dk

DISTRIBUTION

DANSK Daily is distributed through Copenhagen Fashion Week's distribution channels such as show venues, fairs, the airport help desk, the press bus, selected hotels, restaurants, cafés and clothing stores.

CIRCULATION

DANSK Daily is published on Thursday, Friday and Saturday with a circulation of 20.000 copies per day. DANSK Daily is also published as an e-paper/newsletter and distributed to more than 3.000 international professionals.

LANGUAGE

DANSK Daily is printed in English.

TARGET GROUP

The primary target group is buyers, press and fashion week related people. Secondary target group is trendsetters and fashion interested consumers.

ADVERTISEMENTS

Prices

¼ page: DKK 12.500

½ page: DKK 20.000

1 page: DKK 25.000

Spread: DKK 35.000

Back page: DKK 40.000

Discount: 20% discount for members of Danish Fashion Institute

FORMAT

¼ page: 130x182,5mm

½ page vertical: 130x370mm

½ page horizontal: 265x182,5mm

1 page: 265x370mm

Spread: 545x370mm

FTP til aflevering af materiale:

login.stylecounsel.com

Bruger: info@danskdaily.dk

Password: danskdaily

DELIVERY

Trim: 5mm

Colours: CMYK

Resolution: 300 dpi

Delivery: via ftp transfer or cd-rom

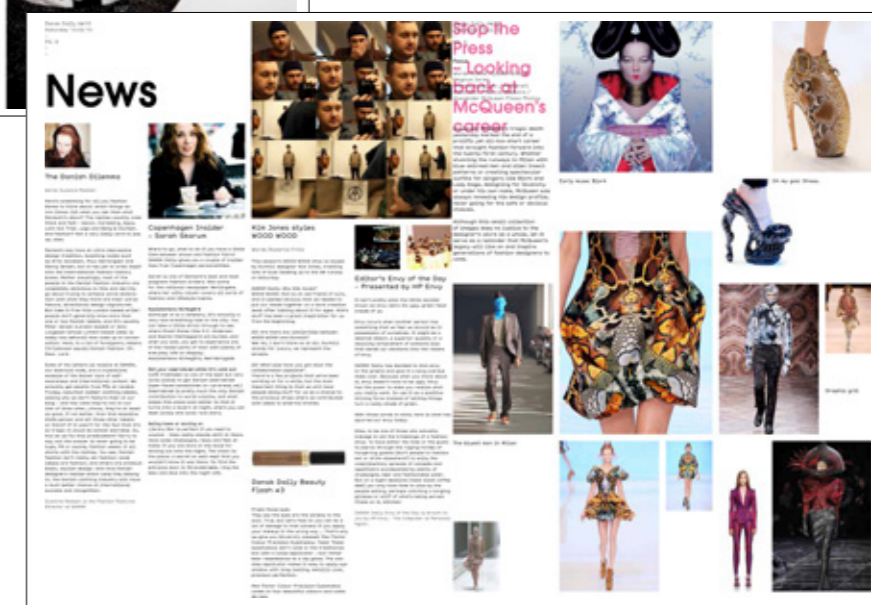
Booking deadline: August 2nd, 2010

Material deadline: August 8th, 2010

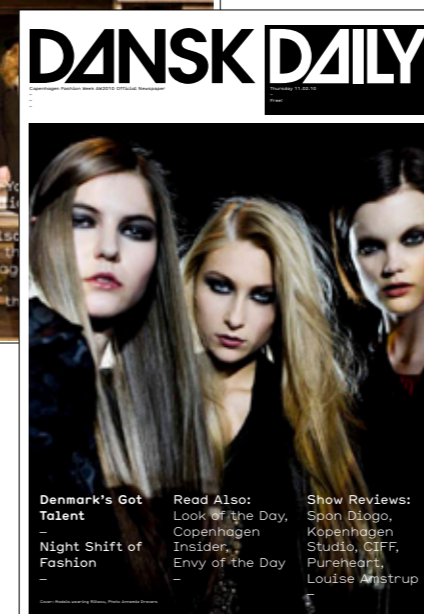
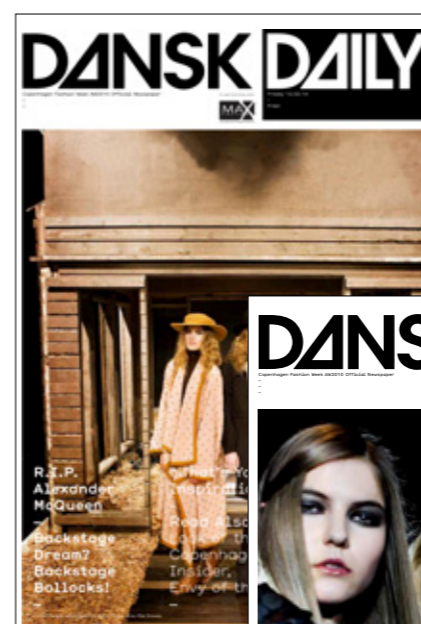
FASHION



NEWS



LIFESTYLE



DAILY