

MAKING STOCKHOLM DESIGN WEEK *VISIBLE*

The T-N-E Stockholm Design Week Edition is a free print and digital tabloid based on a collaboration between Stockholm Design Week and T-N-E. It aims to highlight exhibitions and collaborations taking place in Stockholm city during the annual design week in February in an editorial manner - and to bring the design community together in a highly unusual time. A print run of 20.000 copies will be placed all over the city, inviting and speaking to the entire city and its inhabitants, while the digital tabloid will be published on a number of platforms.

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STOCKHOLM DESIGN WEEK x T-N-E

A MINI TABLOID TAKING OVER THE CITY

The T-N-E x Stockholm design week edition is an attractive "must have" mini tabloid in print and digital format, offering a great opportunity to make Stockholm Design Week visible physically throughout the city as well as digital, reaching both local and international.

The T-N-E Stockholm Design Week Edition will have a print run of 20.000 copies placed neatly all over the city, making the design week visible not only to the design crowd but also to the city and its inhabitants. The print and digital tabloid is an initiative based on collaborate efforts and the editorial content will be used on many different platforms tbc.

ADVERTISING

THE MINI TABLOID WILL FEATURE EDITORIAL CONTENT AND A MIXTURE OF THREE DIFFERENT ADVERTISING OPPORTUNITIES.

01

Traditional advertising x 10
Full page advert
20.000 SEK

02

Market place x 24
Four pages mood board with up to six products on each.
Each press image is provided by the producer.
10.000 SEK

Stockholm design week x T-N-E is a collaborative effort between Stockholm design week and the team behind The New Era Magazine. To find out more about the initiative contact Stockholm Furniture & Light fair City and Digital edition or email the team being the T-N-E special projects at info@theneweramagazine.com

The New Era Editorial

The New Era is a beautifully crafted print publication and online platform focusing on Scandinavian interiors, design, art and craft launching autumn 2020. With our base and area of expertise firmly in Scandinavia we reach out to a dedicated Scandinavian and international audience. Our followers meet us daily online, quarterly in print and regularly in our growing network.

The New Era Special projects

T-N-E Special Projects tailor make collaborations for brands and organisations in various formats including print, exhibitions and talks. We can help with communication, visuals and advertorial concepts. We are also open for mutual collaborations creating works with The New Era / T-N-E involved.

EDITOR IN CHIEF

HANNA NOVA
BEATRICE



Hanna Nova Beatrice is the founder and Editor in Chief of The New Era Magazine. She is a design writer, moderator and creative director with a strong presence in design and publishing. She has previously been editor in chief of magazines such as Residence, Form and Plaza Interior and she is the founding editor of My Residence. She has written and edited a number of books including Behind the scenes in the design industry.

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ART DIRECTOR

ELEONORE
ANDERSSON



Eleonore Andersson is the Art director of The New Era Magazine. She has been working with multidisciplinary art direction and design for both commercial and cultural commissioners for the past 7 years. She has taken on various projects ranging from visual identities, books, editorial design, web design, exhibition design, packaging design and set design.

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