

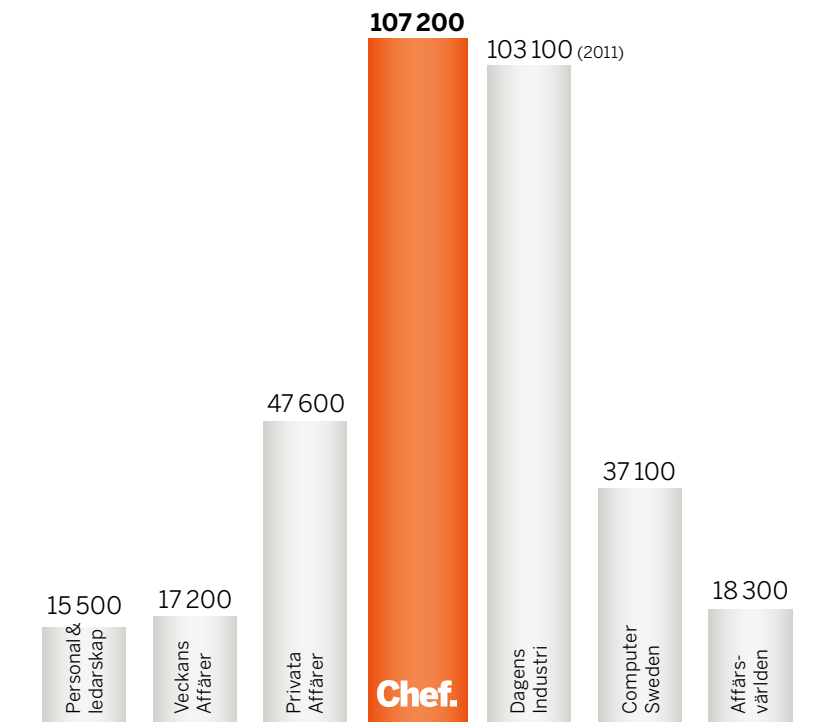
# Advertising price list 2014

48 % have profit responsibility and 45 % are part of the management team

146 000 loyal Chef readers



45 % are women and 62 % live outside of the big cities



Source: TS 2012 (or 2011 full year for DI)  
Other sources: TNS Sifo ORVESTO Konsument 2012 whole year and ORVESTO Näringsliv 2013

**Chef.**

# Reach the decision makers!

The biggest profits are made by companies where the personnel thrive. This is a clear trend in business today, and Chef magazine plays an important role in this. Never before has leadership been so important in the business world as now.

In 2014 we are focusing heavily on creating a modern magazine that focuses on business, and provides an attractive setting for advertisers' messages. Chef magazine enables you to build a relationship with decision makers, and there are all kinds of possibilities.

Sweden's managers read our magazine and our newsletters, they attend our managers' courses, are part of our managers' networks, they visit our various events and they frequent our website chef.se.

We look forward to hearing from you!

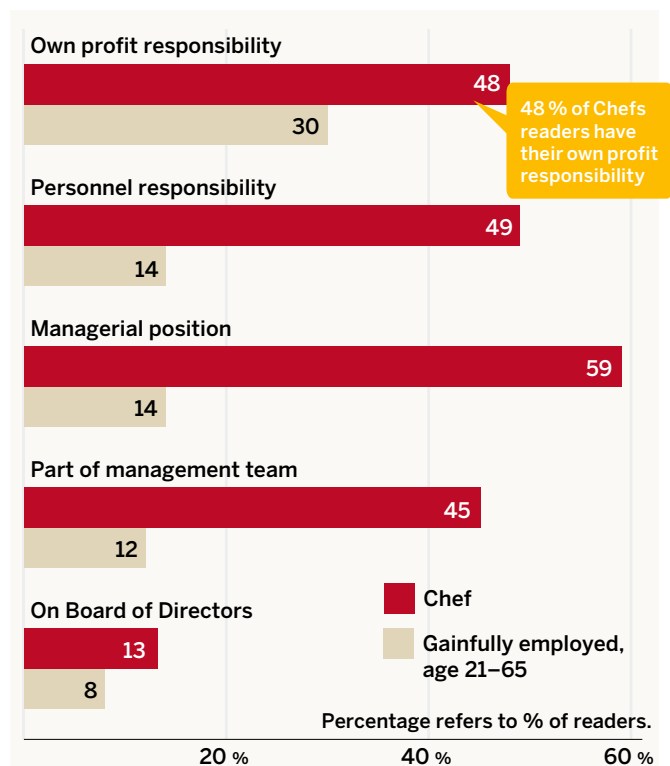
*Cissi Elwin Frenkel*

Cissi Elwin Frenkel, Chief Editor



## Chef has an ABC circulation of 107,200 and each issue is read by 146,000 people

Our readers are used to making big decisions



... and have a generous disposable income privately

PERSONAL EXPENDITURE	TOTAL	MSEK
Everyday commodities/food		3,960
Vehicle fuel		2,070
Holidays abroad		1,861
Holidays in Sweden		936
Building materials		838
Restaurants		639
Women's clothing		545
Men's clothing		522
Entertainment		512
Furniture		489
Online purchases		480
Wine		469
Sports equipment		381
Shoes		369
Mobile phone calls/SMS/MMS		333
Children's clothing		319
Home electronics		284
Garden products/flowers		269
Car parts/accessories		266
Home interior items/textiles		261
Gaming/pools/lotteries		227
Beer		224
Domestic appliances		209
Computers/computer equipment		208
Spirits		189

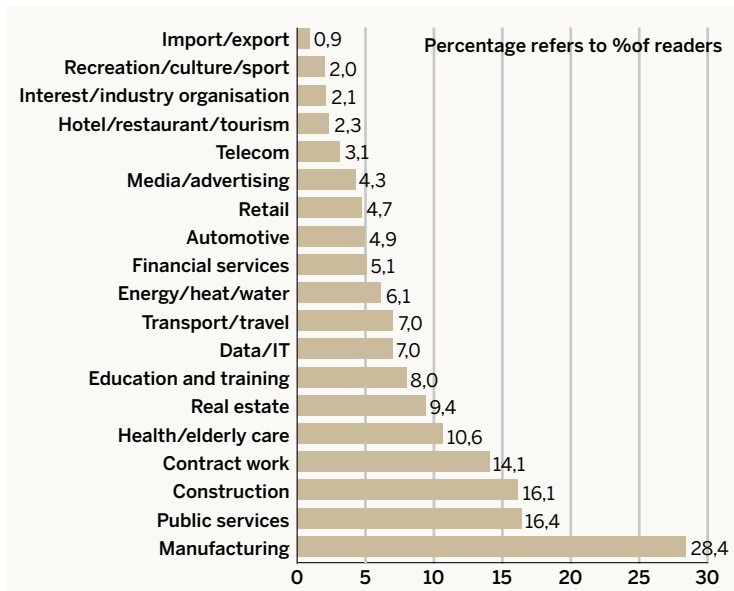
Källa: TNS Sifo ORVESTO Näringsliv 2013

Källa: TNS Sifo ORVESTO Konsument 2013 Helår

# Chef Magazine

**Chef is Sweden's biggest magazine for managers.** No other magazine reaches more Swedish decision-makers. Our ABC circulation is 107,200, a figure our competitors can only dream of. The magazine is read by managers in all sectors, in companies of all sizes.

**Our readers can be found across the whole of Sweden, and almost half of them are women.**



Source: TNS Sifo ORVESTO Näringsliv 2013

## Advertising supplements in Chef

**Do something different.** Chef magazine offers the potential to use different types of supplements. The total circulation for Chef is 115,000\*) copies, spread across the whole of Sweden. You can also select particular regions. Selection options:

- Entire edition, 115,000 copies.
- Stockholm edition, 37,000 copies.
- Big City package (Stockholm, Gothenburg, Malmö), 53,000 copies.

\*) Note that the circulation figures are approximate and may vary from issue to issue. For other selection preferences, please contact our sales team.

### Number of supplements:

20 000–50 000 st weight, g SEK ea	50 001–80 000 st weight, g SEK ea	80 001– st weight, g SEK ea
-10 1,65	-10 1,55	-10 1,40
11–20 1,75	11–20 1,65	11–20 1,50
21–24 1,85	21–24 1,75	21–24 1,60
25–35 1,95	25–35 1,85	25–35 1,70
36–45 2,05	36–45 1,95	36–45 1,80
46–55 2,15	46–55 2,05	46–55 1,90
56–65 2,30	56–65 2,15	56–65 2,00
66–75 2,45	66–75 2,30	66–75 2,15
76–85 2,60	76–85 2,45	76–85 2,30
86–95 2,75	86–95 2,60	86–95 2,45
96–100 2,85	96–100 2,75	96–100 2,60
100+ POA	100+ POA	100+ POA

## Chef.se

**Chef.se – is the site for all managers in Sweden.** Here you will find the target group with the strongest influence on the company's budget and decision-making process. Chef.se is an editorial news site containing topical material that is updated daily.

**Readership:** Approximately 20,000 unique visitors per week. Approximately 100,000 page views per week.

We offer different size and great flexibility. Please contact us to discuss more about your campaign set up.

**THE PANORAMA PACKAGE**  
**Price:** 320 cpm. **Format:** 1,100 x 210 px (scroll), 560 x 70 px (locked), and 640 x 640 px (mobile phone).

**THE REKTANGLE PACKAGE**  
**Price:** 220 cpm. **Format:** 560 x 210 px (news feed), and 640 x 320 px (mobile phone).

**File formats:** Jpeg, Gif, Flash. However, mobile phones require Jpeg or still Gif. Max 80 kB (web), 30 kB (mobile phone).

**Submission:** Banners and details of the link address should be sent to [annons@chef.se](mailto:annons@chef.se) no later than one week before the start of the campaign. Also include the name and contact details of your technical contact.





# Digital newsletter

**Our digital newsletter** reaches more than 80,000 managers and comes out once a week.

## PANORAMA

**Price:** SEK 28,500.  
**Format:** 700 x 110 px (scroll).

## MODULE

**Price:** SEK 23,500.  
**Format:** 450 x 250 px (feed).

## DOUBLE WIDESCREEN

**Price:** SEK 19,000 kr.  
**Format:** 220 x 240 px (feed).

**A mobile version is included in all formats.** 320x180 px (mobile phone). Max 30kB.

**File formats:** still Jpeg and Gif.

**Submission:** Banners, one for the newsletter and one for the mobile, plus details of the link address should be sent to [annons@chef.se](mailto:annons@chef.se) no later than one week before the start of the campaign. Also include contact details of your technical contact.



# Chef Events – with collaboration possibilities



## The Chef Gala

**Bringing together Sweden's most important sector.** The Chef Gala brings together managers from all sectors to a VIP event with a seminar, party and award ceremony for the year's Chef awards.

**Guests:** Approximately 400 Managing Directors, HR managers and other management from all sectors.



## The Big Managers' Day

**The biggest managerial event of the year.** The event where guests meet many of Sweden's best-known leaders. Discussions, interviews and talks are intertwined with humour and warmth. The Big Managers' Day is a meeting-place where managers forge new contacts, exchange experiences and are infused with inspiration, insight and recognition.

**Guests:** Approximately 250 managers.



## Themed breakfasts

**Useful, inspiring breakfast seminars.**

**Guests:** Approximately 150 managers.

# More opportunities

**Chef's guides.** Now your company can be the named communicator on our highly valued guides, which are distributed with Chef magazine.



# Publication plan 2014

Issue no	Published	Submissions due
1	24 Jan (wk. 4)	7 Jan
2	21 Feb (wk. 8)	4 Feb
3	21 Mars (wk. 12)	4 Mars
4	17 April (wk. 16)	31 Mars
5	16 May (wk. 20)	25 April
6/7	13 June (wk. 24)	23 May
8	22 Aug (wk. 34)	6 Aug
9	19 Sept (wk. 38)	2 Sept
10	17 Oct (wk. 42)	30 Sept
11	14 Nov (wk. 46)	28 Oct
12	12 Dec (wk. 50)	25 Nov

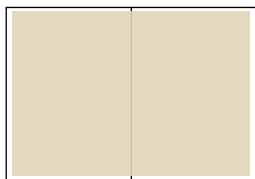


Sweden's biggest magazine for managers

- decision-making power
- consumer power

## Advertising prices for Chef 2014

### DOUBLE-PAGE SPREAD



Price:  
SEK 89,900

Format: 378 x 238 mm  
Full bleed:  
404 x 273 mm + 4 mm trim

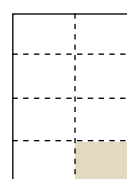
### FULL PAGE



Price:  
SEK 51,900

Format: 174 x 238 mm  
Full bleed:  
202 x 273 mm + 4 mm trim

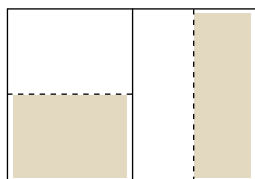
### 1/8 PAGE



Price:  
SEK 9,200

Format: 84 x 52 mm

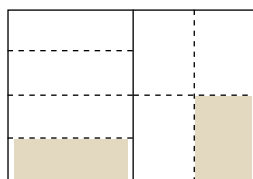
### HALF PAGE



Price:  
SEK 29,800

Landscape: 174 x 114 mm  
Full bleed:  
202 x 132 mm + 4 mm trim  
Portrait: 84 x 238 mm  
Full bleed:  
97 x 273 mm + 4 mm trim

### 1/4 PAGE



Price:  
SEK 16,900

Landscape: 174 x 52 mm  
Portrait: 84 x 114 mm

### PLACEMENT

Requested placement:  
Price: Standard price +10%

### COVER PAGES

4th cover/back:  
Full bleed:  
202 x 246 mm + 4 mm trim  
Price: SEK 59,400

2nd and 3rd covers:  
Full bleed:  
202 x 273 mm + 4 mm trim  
Price: SEK 57,300



# Ad material – for the magazine

## ARTWORK:

We accept print-ready PDFs (version 1.4). Ads should be saved in the specified sizes. Remember trim ticks, 4 mm bleed margin and 4 mm trim for full-bleed formats. Colour: CMYK with colour profile PSO LWC Improved RM. Profiles and job options are available from **Maria Östensson** in the advertising department, or they can be downloaded from our website. Screen: 150 lpi. Please name ad files »chef\_issue no\_name of advertiser« to simplify administration.

## SUBMISSION

The easiest way to submit artwork is by e-mail to **annons@chef.se** (max size 10 MB). Artwork can also be uploaded to our server at **ftp://annons.chef.se** (no size limit).

**login name:** annons, **password:** annons.

## SUPPLEMENTS

**Please note** that supplements must be sent directly to our printers. Quad/Graphics Europe, Wyszków Plant Pułtńska 120, 07-200 Wyszków, Poland. All submissions must be labelled with a completed packing slip.

**NB!** Chef cannot be held liable for wrongly published material if the artwork regulations have not been followed or due to direct errors in the submitted artwork. Chef accepts no liability for ad artwork received after the deadline. No fee is charged for advertisements cancelled at least 7 days before the submissions due deadline. After this we reserve the right to charge the full price for the advertisement. Cancellations must be made in writing to the salesperson. If an agreement has been reached for a volume discount and the customer has not fulfilled his part of the agreement, Chef reserves the right to adjust the pricing of the advertisements already placed. Please refer to the publication plan for submissions due deadlines.

If you have any questions regarding artwork, please contact our co-ordinator **Maria Östensson** on tel. +46 (0)8-555 245 19 or by e-mail on **annons@chef.se**.

## TERMS OF PAYMENT:

All prices are exclusive of VAT. Prices include advertising tax. Advertising costs to be invoiced on insertion, payment terms 30 days. 8 % interest chargeable on overdue payment

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## Contact us!

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# Chef.