

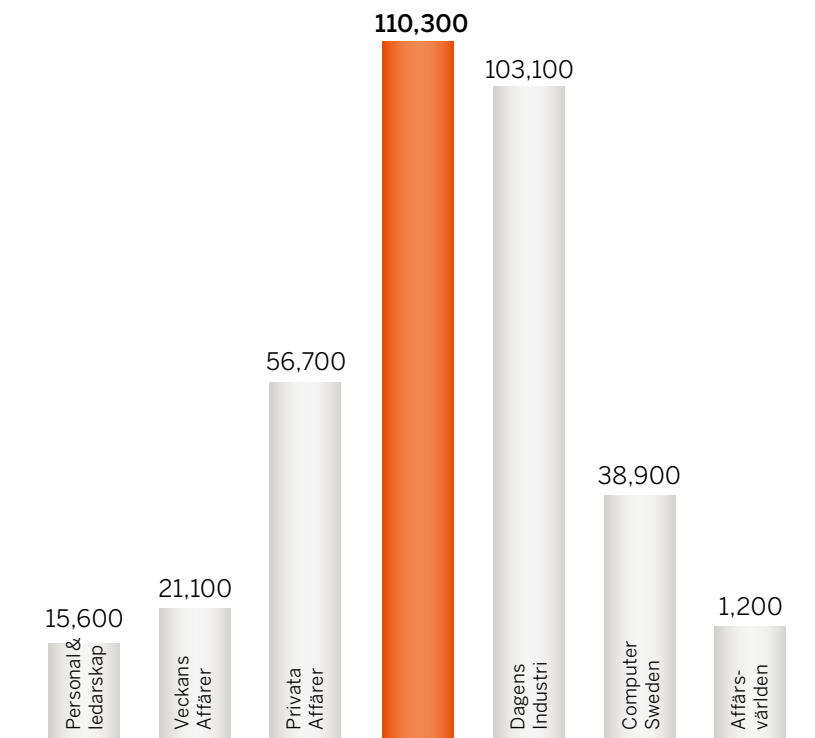
Build a relationship with Sweden's managers

46% have profit responsibility and 41% are part of the management team

153,000 loyal Chef readers



45% are women and 58% live outside of the big cities



Source: TS 2011

Other sources: TNS Sifo ORVESTO Konsument 2011 whole year and ORVESTO Näringsliv 2012



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 2013 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 the website chef.se.

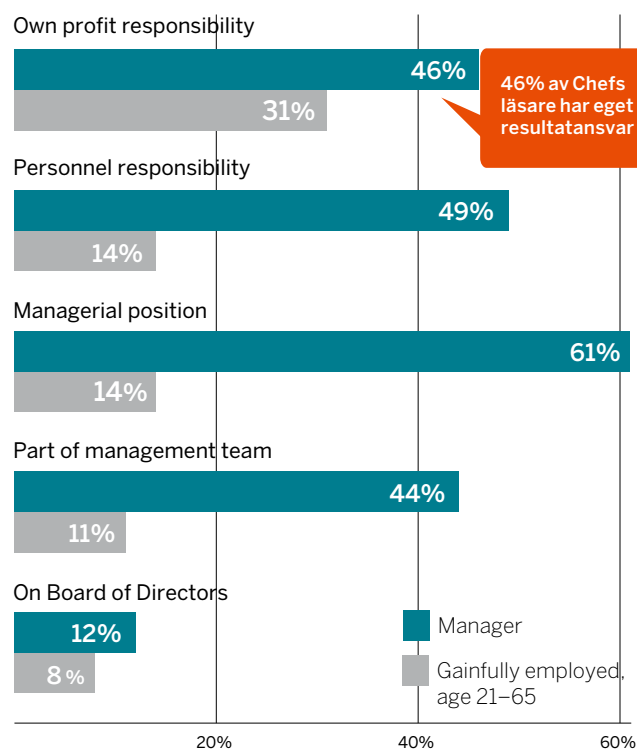
We look forward to hearing from you!

Cissi Elwin Frenkel

Cissi Elwin Frenkel, Chief Editor

Chef has an ABC circulation of 110,300 and each issue is read by 153,000 people

Our readers are used to making big decisions



... and have a generous disposable income privately

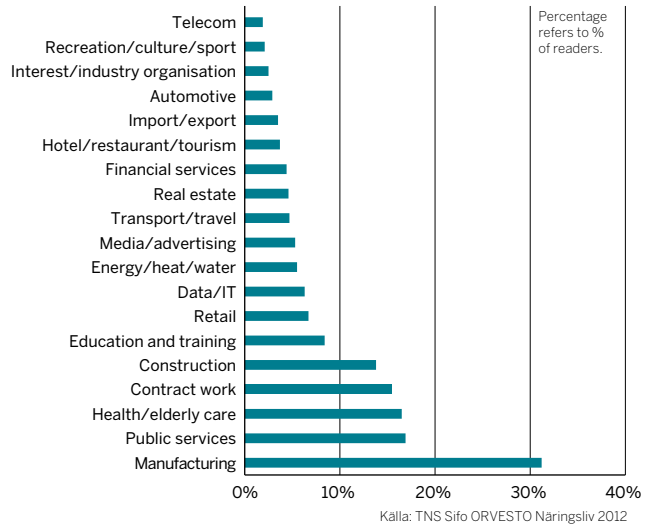
Personal expenditure,	total, MSEK
Everyday commodities/food	4,080
Vehicle fuel	1,909
Holidays abroad	1,914
Holidays in Sweden	959
Building materials	879
Restaurants	643
Men's clothing	544
Women's clothing	547
Online purchases	507
Entertainment	519
Wine	463
Furniture	488
Mobile phone calls/SMS/MMS	345
Sports equipment	340
Shoes	371
Children's clothing	358
Home electronics	295
Car parts/accessories	305
Garden products/flowers	290
Home interior items/textiles	285
Gaming/pools/lotteries	253
Beer	234
Computers/computer equipment	225
Domestic appliances	225
Spirits	192

Chef Magazine

Chef is Sweden's biggest magazine for managers. No other magazine reaches more Swedish decision-makers. Our ABC circulation is 110,300, 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.**



Many readers regardless of sector



Advertising supplements in Chef 2013

Do something different. Chef magazine offers the potential to use different types of supplements. The total circulation for Chef is 112,000* copies, spread across the whole of Sweden. You can also select particular regions.

Number of supplements:

20,000–50,000 weight, g		50,001–80,000 weight, g		80,001–100,000 weight, g	
weight, g	SEK ea	weight, g	SEK ea	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–	offert	100–	offert	100+	POA



Selection options

- Entire edition, 112,000 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.

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

Target group: Managers at all levels.

Contents: 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.

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 Rectangle Package:

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

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

Submission: Advertising banners and details of the link address should be sent to 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 **Chef till chef newsletter** reaches more than 38,000 managers and comes out once a week.

Target group: Managers at all levels.

Contents: Chef till chef – digital newsletter containing news, inspiration and motivation.

Readership: Approximately 38,000 subscribers, comes out once a week.

■ **Panorama. Price:** SEK 28,500.

■ **Double widescreen.**

Price: SEK 19,000.

■ **Module. Price:** SEK 28,500.

A mobile version is included in all formats.

File formats: Jpeg and Gif.

Submission: Advertising banners, one for the newsletter and one for the mobile, plus details of the link address should be sent to 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.

Chef.NYHETER
 Din ledarskap Din medarbetare Inspiration Fråga Chef Evenemang Utbildning Chefjobb

PANORAMA 700 x 110 px (max 40 kB)

DOUBLE WIDESCREEN 220 x 240 px (max 30 kB)

Följ Chefgalan 2013 på chef.se
 Resestoppet 130 januari 2013
 Chefgalan. I dag händer det! Chefgalan startar klockan 15.30 med sönnande föreläsningar och i kvällen utses Sveriges bästa chefer. Vi direktrapporterar här på chef.se och på Twitter. Följ med! [Läs mer](#)

MODULE 450 x 250 px (max 30 kB)

320 x 180 px (max 30kB)

Chef Events – with collaboration possibilities



**Chef.
GALAN
2013**

Stora **CHEFSDAGEN** 2012



The Chef Gala 2013

– 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 2013

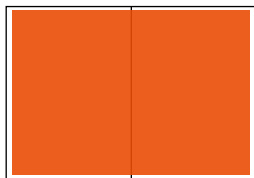
No.	Published	Submissions due
1	18 Jan (wk. 3)	19 Dec
2	15 Feb (wk. 7)	29 Jan
3	15 March (wk. 11)	26 Feb
4	19 April (wk. 16)	2 April
5	17 May (wk. 20)	25 April
6/7	4 July (wk. 27)	10 June
8	16 Aug (wk. 33)	30 July
9	13 Sep (wk. 37)	27 Aug
10	11 Oct (wk. 41)	24 Sep
11	8 Nov (wk. 45)	22 Oct
12	6 Dec (wk. 49)	19 Nov

Sweden's biggest magazine for managers

- decision-making power
- consumer power

Advertising prices for Chef 2013

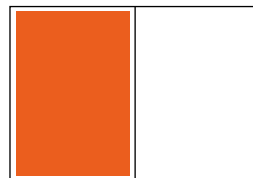
DOUBLE-PAGE SPREAD



Price:
SEK 89,900

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

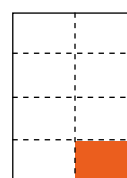
FULL PAGE



Price:
SEK 51,900

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

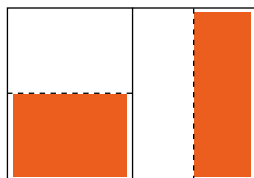
1/8 PAGE



Price:
SEK 9,200

Format: 84 x 52 mm

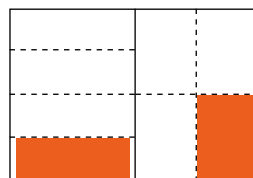
HALF PAGE



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:
Format: 186 x 235 mm
Full bleed:
202 x 246 mm + 4 mm trim
Price: SEK 59,400

2nd and 3rd covers:
Format: 186 x 250 mm
Price: SEK 57,300 kr





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, 3 mm bleed margin and 3 mm trim for full-bleed formats. Colour: CMYK with colour profile ISO Coated V2 300% ECI. **Profiles and job options are available from Pia Ridström 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.

Mailing address:

Chef Stockholm, annons, Hantverkargatan 78, SE-112 38 Stockholm, Sweden

Please note that supplements must be sent directly to our printers. JMS Mediasystem AB, Landskronavägen 23, SE-252 32 Helsingborg, Sweden. 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 Pia Ridström on tel. +46 (0)8-555 245 16 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.

Contact us!

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