

*Café is the modern and wide lifestyle magazine for men*



Kavaj, Acne Studios, 6 100 kr.  
Tröja, B&B DNM, 2 999 kr.  
Byxor, Acne Studios, 3 100 kr.  
Skor, Bygg, 2 500 kr.

## CAFÉ IS SWEDEN'S LARGEST FASHION- AND LIFESTYLE MAGAZINE FOR MEN

Café is Sweden's leading fashion- and lifestyle magazine for men, with the sharpest coverage of style and contemporary trends. Here you will find in-depth quality reading: award-winning documentary journalism, long exclusive interviews, sports, gadgets, watches, trips, food and more.

We also have some of the most listened podcasts in Sweden, some of the most read blogs and the country's leading influencers for a mostly male audience. For over 16 years, Café has also designated "Sweden's best-dressed man".

### TARGET GROUP:

84% men who are individual-oriented with self-realization in focus. Average age 35 years. More than 50% are married or living in a relationship, mainly in metropolitan areas. The readers are primarily interested in fashion, sports,

new technology, wellness, exercise, movies and music. They also have a great interest in holidays abroad, cooking, furnishing and reading books. They are very active in their free time, working out, football, skiing and sports events are appreciated.

**Readers:** 74,000 (Source: Orvesto Consumer Full year 2020)

**cafe.se:** 550.000 unique visitors/month

**Instagram:** 19.000 followers

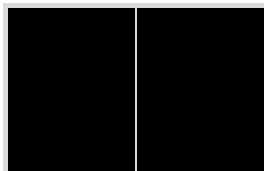
### EVENT 2022

Sweden's best-dressed man

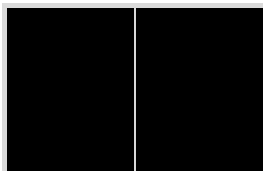
MAY

Please ask your sales contact for more information

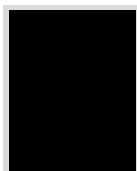
## FORMAT / PRICES



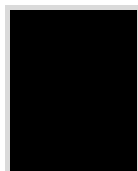
**2/1-page**  
(2x) 213 x 291 mm  
+ 5 mm bleed  
106,000



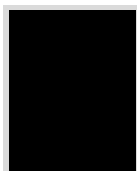
**2/1 1st spread**  
(2x) 213 x 291 mm  
+ 5 mm bleed  
139,000



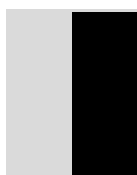
**1/1-page**  
213 x 291 mm  
+ 5 mm bleed  
62,000



**1/1 3rd cover**  
213 x 291 mm  
+ 5 mm bleed  
71,500



**1/1 back page**  
213 x 291 mm  
+ 5 mm bleed  
76,500



**1/2-page vertical**  
106 x 291 mm  
+ 5 mm bleed  
41,000



**1/2-page horizontal**  
213 x 145 mm  
+ 5 mm bleed  
41,000

## PUBLICATION SCHEDULE 2022

Issue	Copy date	Publication date
1	21 Feb	24 Mar
2	25 Apr	25 May
3	11 July	11 Aug
4	19 Sept	20 Oct
5	15 Nov	15 Dec

### SUPPLEMENTS

- Fixed: stapled or glued on advertisement and as sample.
- Loose: max. format 203 x 281 mm, min. 105 x 148 mm.
- Selected: subscribers.
- Enclosed in plastic: with activity letter selected for, for example, retailers.
- Co-produced: 4–32 pages, material high-resolution pdfs, 213 x 291 mm bleed.

### Ask for quotation

### PRICES SUPPLEMENTS

WEIGHT IN GRAMS	SEK/UNIT
< 20 g	1:50
21–40 g	1:70
41–50 g	1:80
> 50 g	ask for quotation

Glued insert, additional price: 0,10 SEK per unit. Enclosed in plastic, additional price: 0,50 SEK per unit.

Additional costs apply when selected.

## TECHNICAL SPECIFICATION

### CREATIVE SOLUTIONS

You might want to do something out of the ordinary to become even more visible. In that case we have lots of creative solutions. Contact your sales representative to find out more. Information is also available at [annons.storyhouseegmont.se](https://annons.storyhouseegmont.se)

### PRODUCTION OF ADVERTISEMENTS

We can assist with production of simple advertisements. Advertising material that we receive for production can be sent in the following file formats: PDF, EPS, TIFF, JPG. All picture material should be 300 dpi for the best possible quality.

**Price:** 245 SEK per every started period of 15 minutes. The final cost for production of advertisements will be specified on your Advertising invoice.

### DELIVERY OF ADVERTISING MATERIAL

**Delivery address:** [trafficannons@egmont.se](mailto:trafficannons@egmont.se)

**Name the material:** format/customer/product/Magazine/year/issue

E.g. 11\_customer\_product\_CAF2203

### Address:

Story House Egmont  
Annonshantering  
SE-169 91 Solna, Sweden

### CANCELLATION RULES

For cancellation later than 14 days before the copy date given in the price list, a booking fee of 25% of the value of the space booked will be charged. If cancellation takes place later than one week before the copy date, we reserve the right to invoice the agreed advertising rate.

## MATERIAL GUIDE



**Material ready for printing**  
All prepared advertising material that is sent in to the magazine must be ready and checked for printing. To be supplied in PDF format.



**5 mm bleed**  
The creative should have 5 mm bleed. Spreads must be delivered as one left and one right page in two separate files.



**300 dpi**  
All pictures in the advertisement must have a minimum resolution of 300 dpi.



**CMYK**  
All pictures must be defined in CMYK. Spot colours (PANTONE) are to be converted to CMYK.

● ICC-profiles for print can be downloaded at [www.egmontpublishing.se](https://www.egmontpublishing.se)

● We do not accept open documents.

● Note that important information should not be placed over the spine as the magazine is glue bound. If this has to be the case, the text should be spaced out a few extra mm over the spine.

**To book advertising contact the sales department:**  
switchboard: +46 (0)8-692 01 00 [annons.storyhouseegmont.se](https://annons.storyhouseegmont.se)

**QUESTIONS CONCERNING ADVERTISING MATERIAL:**  
[trafficannons@egmont.se](mailto:trafficannons@egmont.se) switchboard: +46 (0)8-692 01 00

All titles at:  
[annons.storyhouseegmont.se](https://annons.storyhouseegmont.se)

*We bring stories to life*

**story  
house**  
EGMONT

# PRICELIST WEB 2022

## FORMATS & PRICES CAFÉ 2022

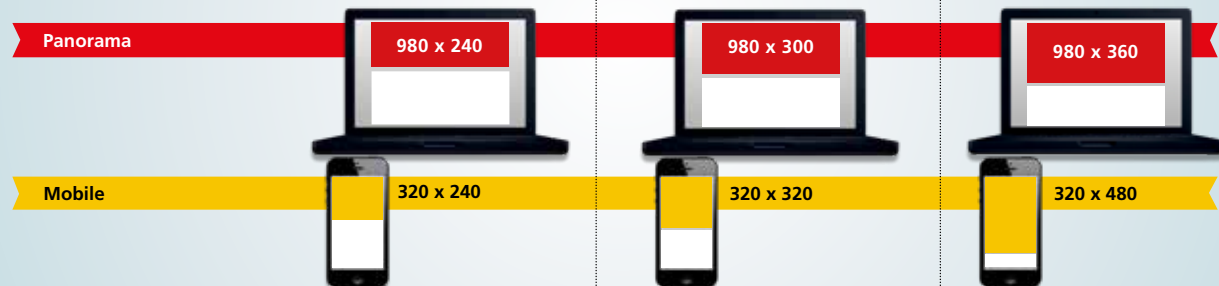
**Café**

### BANNER PACKAGES

**SMALL**  
CPM 200 SEK

**MEDIUM**  
CPM 250 SEK

**LARGE**  
CPM 300 SEK



### Stand-alone formats and prices



Number of recipients: 20,000

	Price		Price		Price
Panorama 980 x 240	CPM 250 SEK	980 x 300	CPM 300 SEK	980 x 360	CPM 350 SEK
Mobile 320 x 240	CPM 250 SEK	320 x 320	CPM 300 SEK	320 x 480	CPM 350 SEK

### Creative formats

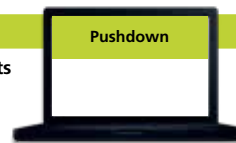
Add one of our creative formats for extra impact. Contact your sales contact for more information. Please see more formats at: [annons.storyhouseegmont.se](https://annons.storyhouseegmont.se).

#### NATIVE ADVERTISING

Our editorial staff creates content as well as a few eye-catching blurbs to draw in readers. The blurbs and articles are then strategically placed within the editorial content. Depending on which public you want to reach, we can customize the content to the audience that best match your target group.



Special formats  
CPM 350 SEK



Special formats  
CPM 500 SEK Ad  
CPM 600 SEK Video

## TECHNICAL SPECIFICATIONS

### ADVERTISING MATERIAL

Ad material should be sent according to the technical specifications as given.

### ADVERTISEMENT PRODUCTION

We can help with ad production of flash adverts. Contact your salesperson for prices. Ad material we receive for production can be sent in the following formats: EPS, TIFF, JPG. Photo material should be at least 72 dpi for best quality.

### DELIVERY OF AD MATERIAL

Ad material should be sent to:

**Email address:** [webbannons@egmont.se](mailto:webbannons@egmont.se)

Other delivery is according to agreement. Material should be delivered a minimum of three working days before the campaign start date for testing purposes. If adjustments must be made by Story House Egmont the material should be sent sooner.

For more information see material specifications at [annons.storyhouseegmont.se](https://annons.storyhouseegmont.se)

### RULES FOR CANCELLATION:

Cancellations later than 14 days before the material day (as given in the price list) will be charged a fee of 25% of the ad space value. Cancellations later than one week before material day will be charged the full amount.

### CONTACTS

#### To book advertising:

sales department, switchboard: +46 (0)8-692 01 00  
[annons.storyhouseegmont.se](https://annons.storyhouseegmont.se)

#### QUESTIONS CONCERNING ADVERTISING MATERIAL:

[webbannons@egmont.se](mailto:webbannons@egmont.se)  
switchboard: +46 (0)8-692 01 00  
Annonshantering webb

All titles at:  
[annons.storyhouseegmont.se](https://annons.storyhouseegmont.se)

*We bring stories to life*

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