

Café is the modern and wide lifestyle magazine for men



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: 60,000 (Source: Orvesto Consumer Full year 2022)

cafe.se: 320.000 unique visitors/month

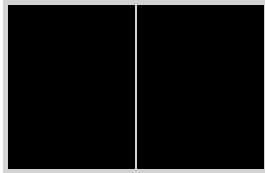
Instagram: 19.200 followers

EVENT 2023

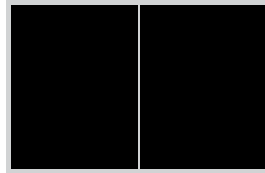
Sweden's best-dressed man MAY

Please ask your sales contact for more information.

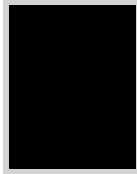
FORMAT/PRICES



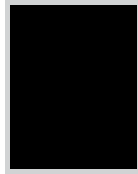
2/1-page
[2x] 213 x 291 mm
+ 5 mm bleed
106,000



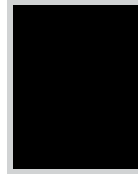
2/1 1st spread
[2x] 213 x 291 mm
+ 5 mm bleed
139,000



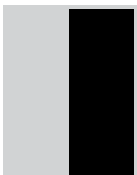
1/1-page
213 x 291 mm
+ 5 mm bleed
62,000



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 2023

Issue	Copy date	Publication date
1	21 Feb	23 Mar
2	20 Apr	25 May
3	11 July	10 Aug
4	19 Sept	19 Oct
5	14 Nov	14 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	Not offered

Additional costs apply for supplements when they are either glued, enclosed in plastic and/or selected supplements.

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

ANNONSPRODUKTION

We can assist with production of simple advertisements. Advertising material that we receive for production can be sent in the following file formats: PDF, AI, 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

Ad Delivery Portal:

<https://simplead.egmont.com/swe/>

CANCELLATION RULES

Cancellation less than 14 days prior to the price list copy deadline will be charged a booking fee of 25% of the value of the booked space. If cancellation is made less than a week before copy deadline, we reserve the right to bill agreed ad rates. Cancellation regarding our premium ad placements, Back cover and 1st Spread less than 30 days prior to the price list copy deadline will be charged a booking fee of 50% of the value of the booked space. When canceling a part of a campaign we reserve the right to charge a discount that has been incorrectly received.

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.



300 dpi

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



RGB/CMYK

We accept image files in both RGB and CMYK. Spot colours (PANTONE) will be converted to CMYK.

● ICC-profiles for print can be downloaded at 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

QUESTIONS CONCERNING ADVERTISING MATERIAL:

trafficanons@egmont.se switchboard: +46 (0)8-692 01 00

All titles at:
annons.storyhouseegmont.se

We bring stories to life

story
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EGMONT

PRICELIST WEB2023

FORMATS & PRICES CAFÉ 2023

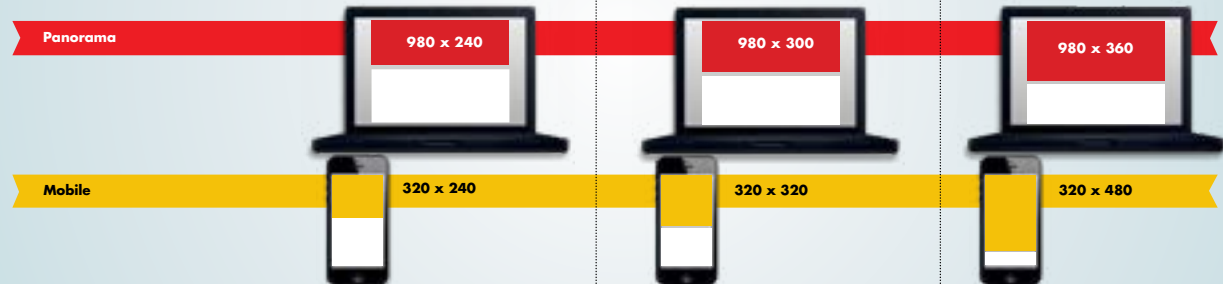
Café

BANNER PACKAGES

SMALL
CPM 200

MEDIUM
CPM 250

LARGE
CPM 300



Stand-alone formats and prices



Number of recipients: 20,000

Panorama
Mobile

980 x 240
320 x 240

Price
CPM 250
CPM 250

980 x 300
320 x 320

Price
CPM 300
CPM 300

980 x 360
320 x 480

Price
CPM 350
CPM 350

Kreativa format

Add one of our creative formats for extra impact. Contact your sales contact for more information. Please see more formats at 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.

Wallpaper

Special formats
CPM 350

Pushdown

Special formats
CPM 500 Ad
CPM 600 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

CONTACTS

To book advertising:
sales department, switchboard: +46 (0)8-692 01 00
annons.storyhouseegmont.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

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.

QUESTIONS CONCERNING ADVERTISING MATERIAL:

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

All titles at:
annons.storyhouseegmont.se

We bring stories to life

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