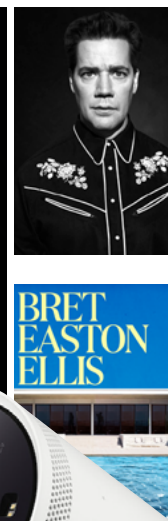


# Café and King 2024

Sweden's leading fashion- and lifestyle magazines for men 25-55



In 2024, Café.se is becoming even more dynamic digitally, with a focus on everything you want to know about celebrities, fashion, food, gadgets, technology, sports – always with a touch of humor. Two major Café trend magazines in May and October with in-depth insights – a must for those who want to stay updated.

Print editions will be released on May 22 in connection with the **'Sweden's 50 Best Dressed Men'** event, and on November 6, 2024.



King continues to cover fashion, style, interior design, finance, entrepreneurship, travel, and gourmet cuisine for exclusive tastes. In 2024, we are planning to release 6 printed magazines and enhance our digital presence.

The scheduled print publication dates for 2024 are February 29, April 25, June 27, August 27, October 3 in conjunction with the **'King crowns'** event, and December 19, 2024



**story house**  
EGMONT



PRINT  
**60.000**  
READERS



NEWSLETTER  
**18.800**  
RECIPIENTS



DIGITAL  
**450.000**  
VISITORS/M



INSTAGRAM  
**20.100**  
FOLLOWERS



PAGE VIEWS  
**1.700.000**  
PAGE VIEWS/M



FACEBOOK  
**48.700**  
FOLLOWERS

## CAFÉ

is Sweden's leading men's fashion and lifestyle magazine. Here, you'll find the most in-depth coverage of style and contemporary trends. We offer in-depth, high-quality reading material, including award-winning documentary journalism, exclusive interviews, sports, gadgets, watches, travel, and food. Some of the country's top influencers cater primarily to a male audience in our publication. For over 18 years, Café has also been selecting "Sweden's best-dressed man." Our readers are 84% men who are

individual-oriented with self-realization at the center. Their average age is 35 years, with more than half being married or in a cohabiting relationship. They are overrepresented in metropolitan areas. Readers are primarily interested in fashion, sports, new technology, fitness, exercise, film, and music. They also have a keen interest in international vacations, cooking, interior design, and reading books. They are highly active in their free time, with activities like weight training, football, skiing, and sports events being well-liked.



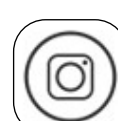
PRINT  
**37.000**  
READERS



INSTAGRAM  
**24.800**  
FOLLOWERS



DIGITAL  
**60.000**  
VISITORS/M



INSTAGRAM MANOLO  
**44.400**  
FOLLOWERS



PAGE VIEWS  
**240.000**  
PAGE VIEWS/M



FACEBOOK  
**17.400**  
FOLLOWERS

**KING**

is the men's fashion magazine for all of us who want to make a good impression when meeting others. KING answers the style questions that many have but few dare to ask. We view fashion as a collection of current expressions. This means that, in addition to the latest clothing trends, we regularly write about the coolest cars, the latest gadgets, the best movies, and the smartest workouts.

We cater to men who live in or want to live in the city and are in the mental age range of 20–35. We aim to in-

spire and inform in a masculine and entertaining manner. KING has been named "Magazine of the Year" in the popular press category. The magazine has received awards in other categories as well and is frequently mentioned in the media. KING is Sweden's only dedicated men's fashion magazine. Today, many brands want to be associated with KING. If you represent a brand that needs strengthening or repositioning, we can help you and your brand with that.

# Event

## CAFÉ EVENT

A partnership with Café offers a unique opportunity to gain visibility in a highly exclusive environment. In spring 2024, we will be organizing the “Sweden’s Best Dressed Man” event in the prestigious premises of Nordiska Kompaniet. Here, we bring together personalities from various backgrounds, both women and men. During the evening, we mingle and enjoy drinks to celebrate Sweden’s Best Dressed Man. This event generates content for Café’s digital channels and print publications. The visibility on social media during the evening is also substantial, with a large number of posts in both regular posts and stories. Each partner also gets their own feature on [cafe.se](https://www.cafe.se). The PR value of “Sweden’s Best Dressed Man 2023” was estimated at over 15 million SEK.

We also specialize in creating unique events tailored to your brand. We have extensive experience in organizing customer nights, dinners, and networking events.

## KING CROWNS THE YEAR’S SUCCESS STORIES!

During an intimate three-course dinner, King Magazine celebrates and highlights men’s fashion, while awarding brands and key figures who have made a significant impact in the past year. The dinner exudes exclusivity and is attended by selected guests within the industry, as well as guests from the fields of acting, music, and influencers.

Café  
SVERIGES BÄST  
KLÄDDA MAN 2024



KING  
Kröner

# Creative Formats

## NATIVE/ADVERTORIAL

In an advertising collaboration, our commercial editors write a clearly marked editorial article for one of our print or digital magazines. We craft content about your product/service in consultation with you, using a tone and style tailored to your brand’s audience. This allows us to bring your brand or products closer to the reader in a way and language that we know they can relate to – all without compromising on advertising regulations.

## MULTI-PAGE SPREAD, INSERTS, BANNERS, OR SHRINES

Where your ad message gains maximum attention in print.

## NEWSLETTER – STANDALONE

Where we create a newsletter in partnership with you as a partner to our subscribers.

## EDITORIAL COMPETITIONS AND/OR COLLABORATIONS

Where your brand is closely associated with our relevant and credible titles.

## INSTAGRAM

Where you, as our partner, are featured in our feed with posts and stories.



# Digital Impact Formats

Through our Digital Impact Formats, we offer premium placements with various creative solutions, enhancing the effectiveness of your campaign. As an advertiser, you have

the opportunity to work with high-resolution materials in both images and videos for a vibrant and engaging advertising experience.

## TOPSCROLL



Topscroll Bild Desktop/Mobile CPM 500 SEK  
Topscroll Video Desktop/Mobile CPM 600 SEK

## TAKE OVER



Take Over Desktop/Mobile CPM 600 SEK

## MIDSCROLL



Midscroll Bild/Video  
Desktop/Mobile CPM 350 SEK

## TOWER CUBE/SWIPE



Tower Cube Desktop CPM 350  
Swipe Mobile CPM 350 SEK

## MEGA PANORAMA VIDEO



Mega Panorama Video  
Desktop/Mobile CPM 400 SEK

## WALLPAPER DESKTOP CPM 350 SEK

# Digital Standard Formats

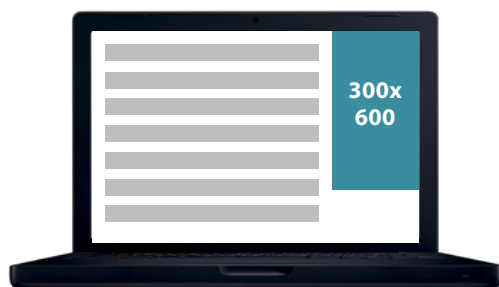
## PANORAMA 1+2 CPM 400 SEK



## MOBILE 1+2 CPM 400 SEK



## OUTSIDE STICKY CPM 450 SEK



## NEWSLETTER DESKTOP/MOBILE



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## 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: AI, 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.

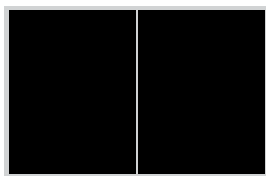
For more information see material specifications at [annons.storyhouseegmont.se](https://annons.storyhouseegmont.se)

### RULES FOR CANCELLATION:

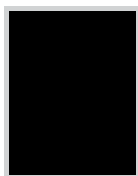
Cancellations later than 14 days before the material day (as given in the price list) will be charged a fee of 25% of the ad space value. Cancellations later than one week before material day will be charged the full amount.

## Print

## FORMAT / PRICES



**2/1-page**  
[2x] 208 x 278 mm  
+ 5 mm bleed  
99.700 SEK



**1/1-page**  
208 x 278 mm  
+ 5 mm bleed  
57.500 SEK



**1/1 Back cover**  
208 x 278 mm  
+ 5 mm bleed  
70.000 SEK



**1/2-page vertical**  
90 x 244 mm  
35.600 SEK

## Requested position:

SEK 114.200 1st double page spread	SEK 66.400 3rd cover	Other requested position + 10%
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PUBLICATION SCHEDULE  
KING 2024

Issue	Copy date	Publication date
1	26 Jan	29 Feb
2	20 Mar	25 Apr
3	23 May	27 Jun
4	25 Jul	29 Aug
5	30 Aug	03 Oct
6	15 Nov	19 Dec

PUBLICATION SCHEDULE  
CAFÉ 2024

Issue	Copy date	Publication date
1	15 April	22 May
2	02 Oct	06 Nov

## Supplements – Ask for quotation

## 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, 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.

## 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. Double Page Spreads shall be delivered as a left and a right side in the same file.



## 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.

Joboptions for print can be downloaded at [annons.storyhouseegmont.se/adspecs](https://annons.storyhouseegmont.se/adspecs)

## To book advertising contact the sales department:

switchboard: +46 (0)8-692 01 00 [annons.storyhouseegmont.se](mailto:annons.storyhouseegmont.se)

## FÖR ANNONSBOKNING KONTAKTA:

Försäljningsavdelningen 08-692 01 00 • [www.annons.storyhouseegmont.se](https://www.annons.storyhouseegmont.se)

We do not accept open documents.

## QUESTIONS CONCERNING ADVERTISING MATERIAL:

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

## FRÅGOR OM ANNONSMATERIAL:

[trafficannons@egmont.se](mailto:trafficannons@egmont.se) Vxl: 08-692 01 00