

Café and King 2025

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



Café

Café.se is 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 November with in-depth insights - a must for those who want to stay updated.

Print edition will be released on May 14 in connection with the **'Swedens 50 Best Dressed Men'** event and on November 5 2025.



KING

King covers fashion, style, interior design, finance, entrepreneurship, travel and gourmet cuisine for exclusive tastes. In 2025 we release 6 printed magazines and enhance our digital presence.

The scheduled print publication dates for 2025 are February 26, April 24, June 25, August 27, October 1 in conjunction with **'King Crowns'** event and December 17 2025



PRINT
46.000 READERS
 REDALY 7.500



NEWSLETTER
18.000
 RECIPIENTS



DIGITAL
300.000
 VISITORS/M



INSTAGRAM
20.600
 FOLLOWERS



PAGE VIEWS
1.000.000
 PAGE VIEWS/M



FACEBOOK
50.000
 FOLLOWERS

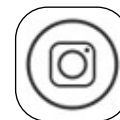
CAFÉ

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 19 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.



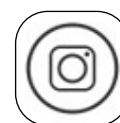
PRINT
29.000 READERS
 READLY 6.000



INSTAGRAM
25.200
 FOLLOWERS



DIGITAL
100.000
 VISITORS/M



INSTAGRAM MANOLO
43.100
 FOLLOWERS



PAGE VIEWS
200.000
 PAGE VIEWS/M



FACEBOOK
17.000
 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.

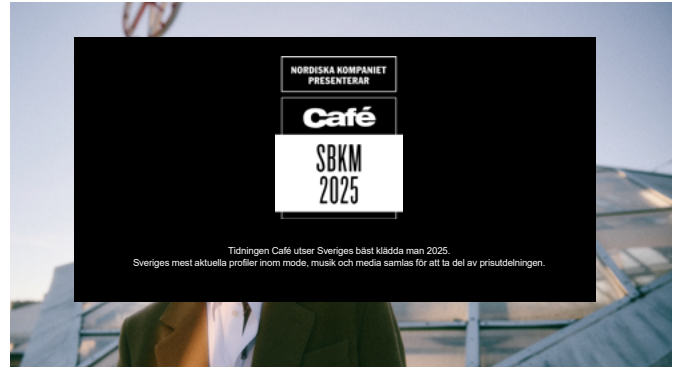
We cater to men who live in or want to live in the city and are in the age range of 25–55. We aim to inspire and

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 May 2025, 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



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.

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



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

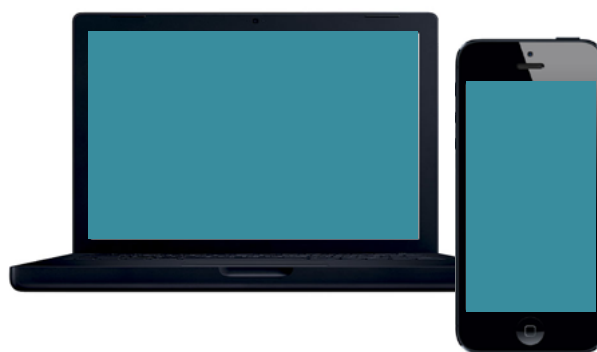
the opportunity to work with high-resolution materials in both images and videos for a vibrant and engaging advertising experience.

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



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

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.

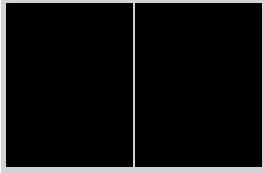
For more information see material specifications at annons.storyhouseegmont.se

RULES FOR CANCELLATION:

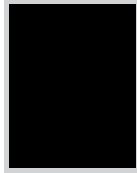
Cancellations later than 14 days before the material day (as given in the price list) will be charged a fee of 25% of the ad space value. Cancellations later than one week before material day will be charged the full amount.

Print

FORMAT / PRICES



2/1-page
[2x] 225 x 298 mm
+ 5 mm bleed
99.700 SEK



1/1-page
225 x 298 mm
+ 5 mm bleed
57.500 SEK



1/1 Back cover
225 x 263 mm
+ 5 mm bleed
70.000 SEK



1/2-page vertical
94 x 253 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 2025

Issue	Copy date	Publication date
1	24 Jan	26 Feb
2	20 Mar	24 Apr
3	20 May	25 Jun
4	25 Jul	27 Aug
5	29 Aug	01 Oct
6	14 Nov	17 Dec

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

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.

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

To book advertising contact the sales department:

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

FÖR ANNONSBOKNING KONTAKTA:

Försäljningsavdelningen 08-692 01 00 • www.annons.storyhouseegmont.se

PUBLICATION SCHEDULE CAFÉ 2025

Issue	Copy date	Publication date
1	07 April	14 May
2	01 Oct	05 Nov

Supplements – Ask for quotation

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.

● We do not accept open documents.

QUESTIONS CONCERNING ADVERTISING MATERIAL:

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

FRÅGOR OM ANNONSMATERIAL:

trafficannons@egmont.se Vxl: 08-692 01 00