

WORLDCHIEFS MEDIKIT 2018-19

THE GLOBAL VOICE OF THE CULINARY INDUSTRY

THE WORLD ASSOCIATION OF CHEFS SOCIETIES

Worldchefs (The World Association of Chefs Societies) in short, is a global network of chefs associations first founded in October 1928 at the Sorbonne in Paris. The venerable Auguste Escoffier was named the first Honorary President. Today, this global body has over 90 official member chefs associations that represent 10 million professionals worldwide.

OUR MISSION

Worldchefs is a non-political professional organization, dedicated to maintaining and improving the culinary standards of global cuisines.

We accomplish these goals through education, training and professional development of our international membership. As an authority and opinion leader on food, Worldchefs represents a global voice on all issues related to the culinary profession.

NEW OPPORTUNITIESS

Worldchefs, provides exceptional communication opportunities for prominent visibility in front of a captivated audience of culinary professionals throughout over 100 member countries from all continents.

Expand your global reach to a targeted market of professional chefs in over 100 countries. Optimise returns by connecting with key decision makers in the culinary industry. Establish brand awareness by affiliation with the leading global culinary association.

WORLDCHIEFS MAGAZINE

The Worldchefs magazine is the official publication of Worldchefs. The magazine is a fresh and modern magazine with insightful articles related to the culinary community, covering views, debates and trends from the culinary world.

FREE DISTRIBUTION

Distributed at leading global culinary events where thousands of professionals meet:

- Reach professional chefs and key decision makers in the hospitality industry.
- Distributed free of charge at global culinary events.
- Positioned in selected restaurants, hotel chains and culinary schools worldwide.
- Free e-download at www.worldchefs.org

WORLDCHIEFS MAGAZINE ADVERTISING – RATE CARD



A – SPREAD

No-Bleed 430mm x 280mm

1x Issue

€ 3.500

Full Year - 3 Issues -10%

€ 3.150 pr. issue

Two Years - 6 Issues -15%

€ 2.975 pr. issue



B – FULL PAGE

No-Bleed 210mm x 280mm

1x Issue

€ 2.000

Full Year - 3 Issues -10%

€ 2.250 pr. issue

Two Years - 6 Issues -15%

€ 2.125 pr. issue



C – HALF PAGE

No-Bleed 210mm x 140mm

1x Issue

€ 1.400

Full Year - 3 Issues -10%

€ 1.260 pr. issue

Two Years - 6 Issues -15%

€ 1.190 pr. issue

Short news/announcements rate (up to 400 characters): € 1.000

TECHNICAL SPECIFICATION

All advertisements must be in the formats of Photoshop, Illustrator, Indesign or PDF. All fonts must be included and all images must be supplied as CMYK, 300dpi + as JPEG files. Alternatively you can supply us with your transparencies, brochures and letterheads and for an agreed fee our design team will design your advertisement. It is advisable that a colour laser or IRIS proof is supplied with all artwork, as our printers will not accept responsibility for colours being wrong without a colour guide.



WORLDCHIEFS MEDIAKIT 2018-19

SPACE RESERVATION - MAGAZINE

Issue 22/2018 Issue 23/2018 Issue 24/2019 Issue 25/2019 Issue 26/2019 Issue 27/2020 Issue 28/2020 Issue 29/2020

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The advertiser acknowledge that the ad copy, contract and payment must be received by the deadline dates above. Cancellations of space reservations must be received in writing on or before the deadline in order to receive a full refund. All rates are based on providing ad copy electronically as a PDF, EPS, PSD, AI, INDD or TIFF file type and ready for print. Color advertisements must be provided in CMYK. If artwork supplied by advertiser is not in suggested format, additional production costs may be billed to the advertiser at trade rates. I hereby certify that I am an authorized agent of the above-named company and have authority to execute this Advertisement Agreement on its behalf.

WORLDCHIEFS E-NEWSLETTERS

The Worldchefs E-newsletter happens on a monthly basis and reaches out to over 20 000 chefs worldwide, 110 chefs associations including the committee board as well as the regional presidents.

The purpose of that e-newsletter is to inform our community about what Worldchefs has done in the month: (New Partnerships, New and Ongoing Projects, Certification and Education, Feed the Planet, World Chefs Without Borders, Worldchefs Academy, etc.

The Worldchefs E-newsletter database increases each month by approximately 200 chefs.

TECHNICAL SPECIFICATION

All advertisements must be high-definition in the formats of JPEG/PNG, JPG, or GIF format. All fonts must be included, and all images must be supplied.

IMAGE BLOCK: Recommended image width: 564px

IMAGE CARD: Recommended image width 564px

IMAGE + CAPTION: Recommended image width left or right aligned with half caption width: 264px max

SPACE RESERVATION - E-NEWSLETTERS

1x monthly newsletter 350€ 2x monthly newsletters 650€ 3x monthly newsletters 900€

WORLDCHIEFS SOCIAL MEDIA

The Worldchefs social media channels are important and expanding very fast on a monthly basis. We are communicating on the following platforms:

Social Media Channels	Fans & Visitors	Reach & Impressions	Engagement and interactions
FACEBOOK	Over 26 000	Over 3,5 million	Over 200 000
FACEBOOK GROUP	Over 43 000		
INSTAGRAM	Over 7 000	Over 90 000	Over 10 000
LINKEDIN	Over 2 000	Over 60 000	Over 3 000
TWITTER	Over 2 000	Over 70 000	Over 2 000

Worldchefs has also designed its own social media channels only for Chefs and Gastronomy fans. We count today over 8 000 fans.

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TECHNICAL SPECIFICATION

All advertisements must be high-definition in the formats of JPEG/PNG, JPG, or GIF format. All fonts must be included, and all images must be supplied.

TEXT & PICTURE

Amount of words required: 250 max – including hashtags. Image size required: ratio between 4:5 to 1.9:. Video: no more than 1 minute

SPACE RESERVATION – SOCIAL MEDIA

1x post 200€ 2x posts 350€ 3x posts 500€ 4x posts 650€

SPACE RESERVATION – DIGITAL PACKAGE: E-NEWSLETTER + SOCIAL MEDIA

1 advertisement on social media + 1 advertisement on the E-newsletter

1x month 500€ 2x months 950€ 3x months 1.350€

ADVERTISEMENT ORDER FORM

COMPANY
ADDRESS
CITY
POSTAL CODE

CONTACT PERSON
PHONE
EMAIL
COUNTRY

Signed by

Date



**WORLD
ASSOCIATION
OF CHEFS
SOCIETIES**

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