

# ChefHeads

MAGAZINE



## CULINARY NETWORK

Advertising where hospitality decisions are made.

# MEDIA KIT

## 2026 / 27

ePaper | Online | Advertorial | Cross-media



All prices are net plus statutory VAT.

# Profile, Target Group & Reach

## WHY CHEFHEADS?

ChefHeads Magazine is the monthly digital trade publication from the ChefHeads Club of Head Chefs network. It combines editorial credibility with direct access to professional decision-makers in gastronomy, hospitality and institutional catering.



## Core target group

Restaurateurs

Hoteliers

Head Chefs

F&B Managers

Restaurant Managers

Bakers & Pastry Chefs

Operations Managers

Care / Institutional Catering

## DIGITALE PERFORMANCE

JULI 2026

28,030

Unique Website Visitors

40,556

Website Pageviews

11,640

Instagram Views

10,519

LinkedIn Impressions

6,413

LinkedIn Members Reached

2,351

YUMPU Views | July 2026 Issue

65,350

MEASURABLE DIGITAL  
VISIBILITY CONTACTS

Website + YUMPU + Instagram + LinkedIn | July 2026

**NEWSLETTER** 1,210 recipients | 488 unique opens | 40.3% unique open rate | 59 magazine clicks

\* Visibility contacts are channel-specific views/page contacts, not unique individuals; overlaps may occur.

# Advertising in the ePaper

## CLASSIC ADVERTISING FORMATS

### 1/4 Page

compact presence

€450

### 1/2 Page

strong visibility

€750

### 1/1 Page

standard premium format

€1,250

### 2/1 Double-page Spread

maximum magazine impact

€2,150

### Inside Front / Inside Back Cover

premium cover placement

€1,450

### Back Cover

highest-value single placement

€1,650

### Premium placement

**+15%** for preferred placement within the first 10 magazine pages

# Advertorials & Native Content

BRAND STORYTELLING IN AN EDITORIAL ENVIRONMENT

## ADVERTORIAL CLASSIC

2 pages

up to approx. 800 words | 3-5 images | logo | link

€1,750

## ADVERTORIAL PREMIUM

4 pages

editorial production | online publication | 1 social post

€2,750

## ADVERTORIAL SIGNATURE

6 pages

brand story / interview | online | newsletter teaser | social media

€3,750

**Labelling:** Advertorials are transparently labelled as advertising / sponsored content.

Production services outside the described scope are charged according to effort and quotation.

# Online Advertising

WEBSITE BANNERS | 4-WEEK RUN

## Medium Rectangle

300 x 250 px

€690

### Example: Leaderboard

YOUR BRAND | 728 x 90

## Wide Skyscraper

160 x 600 px

€790

## Half Page Ad

300 x 600 px

€1,090

## Leaderboard

728 x 90 px

€990

## Billboard / Premium Header

premium format

€1,290

# Cross-media Packages & Discounts

MORE TOUCHPOINTS, MORE IMPACT

## CHEFHEADS BUSINESS

€1,790

1/1 page ePaper + Medium Rectangle 4 weeks + 1 social post

## CHEFHEADS PREMIUM

€2,990

2-page advertorial + online story + Leaderboard 4 weeks + social post + newsletter teaser

## CHEFHEADS 360°

€4,490

4-page advertorial + online story + Billboard 4 weeks + newsletter + 2 social posts + link

## Annual volume discounts

2 bookings 5%

3-5 bookings 10%

6-11 bookings 15%

12 bookings / Partner individual

## Contact & Booking

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