Digital communication at points of purchase
ica.se – Sweden’s largest food website

- 1.35 million unique users/week
- Approx. 2.6 million visits/week
- 135 million visits in total per rolling year
- Approx. 70% visit recipe pages
- The average visitor views 3 pages/visit and spends 2.5 min/visit
- Over 55% of visits are via a mobile device
- ica.se reaches three times as many as the website of our closest competitor

TYPICAL VISITORS TO ICA.SE

- Is 25-34 years (applies to both men and women)
- Looks for recipes, inspiration and special offers
- Is interested in competitions and new products
- Come from all parts of the country – mostly from big cities

Social media

FACEBOOK
- 300,000 fans
- Most visits around 21:00 hrs
- Over-representation of cities
- Largest age group: women 18–35 yrs, second largest: women 35–54 yrs.
- Average daily reach: 140,000 people

ICA-HANDLA APP
- App downloaded more than 1,600,000 times
- 325,000 unique users/month (170,000/week)
- 1.9 million visits/month (435,000/week)
- 75% of all visits are account login visits

INSTAGRAM
- Approx. 42,000 fans
- On average 600 likes/image
- 82% of followers are women
- Largest age group: 25–34 yrs, second largest: 35–44 yrs
Weekly email
ICA weekly customer email contains current, food-related topics, recipes, hacks and inspiration, providing a unique opportunity for your brand, products and recipes to appear together with ICA in our customers' inboxes.

- ICA sends out approx. 80 000 primary weekly emails (September 2017)
- The open rate is approx. 40%
- Communicates current, food-related topics, recipes, hacks and inspiration
**Editorial package**

Available for purchase in a Small or Large package, tailored to the advertiser’s requirements. This might, for example, include a partner website, products, competitions, cooking tutorials with instruction videos, recipe sponsorship, and digital coupons in the ICA Handla app.

**Exposure and publicity on:** ica.se, ICA’s Facebook page and Instagram.

<table>
<thead>
<tr>
<th>Space</th>
<th>Small 2 v</th>
<th>Large 3 v</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotion page</td>
<td>✓</td>
<td>✓ clear focus on food with recipes</td>
</tr>
<tr>
<td>Cooking tutorials</td>
<td>tutorial or product</td>
<td>✓ click-friendly info</td>
</tr>
<tr>
<td>Product</td>
<td>tutorial or product</td>
<td>✓ click-friendly info</td>
</tr>
<tr>
<td>Homepage</td>
<td>✓</td>
<td>✓ when space is available</td>
</tr>
<tr>
<td>Other puffs</td>
<td>✓</td>
<td>✓ on 1000’s of sites</td>
</tr>
<tr>
<td>Google SEM</td>
<td>–</td>
<td>Appro. SEK 10 000 paid search</td>
</tr>
<tr>
<td>Facebook</td>
<td>2 posts</td>
<td>3 posts</td>
</tr>
<tr>
<td>Instagram</td>
<td>2 posts</td>
<td>3 posts</td>
</tr>
<tr>
<td>App coupon</td>
<td>–</td>
<td>✓ digital coupon NOTE! TG 65 %</td>
</tr>
<tr>
<td>Sponsored recipes</td>
<td>✓</td>
<td>✓ digital coupon NOTE! TG 65 %</td>
</tr>
<tr>
<td>Follow-up report</td>
<td>✓</td>
<td>✓ overview and statistics</td>
</tr>
</tbody>
</table>

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**Variation i vardagen**

**Växtbaserade alternativ till mejeriprodukter**

Växtbaserade alternativ till mejeriprodukter blir allt mer populära i butikerna. Och det är inte bara sojadrycker i latten vi pratar om. Idag finns det en mängd växtbaserade alternativ till kvarg, yoghurt och grädde.

_Text Lisa Mello_

Så du som är nyfiken på en vegansk kost eller bara är sugen på att prova växtbaserade produkter behöver inte oroa dig för att stå tomhånt när det kommer till substitut för mejerivaror.
**Recipe Sponsorship**

ICA Recipe Sponsorship affords your brand a unique chance of exposure when customers search for inspiration on ica.se or in the ICA Handla app.

Expose your products in a selection of 19,000 recipes, during a period relevant to your product. Periods can be tailored or, per quarter: Jan–Mar, April–Jun, Jul–Sep and Oct–Dec. Customers download the offer directly to their ICA-cards and easily redeem coupons at checkout. At the end of the promotion period, we provide figures relating to the total number of visits and views of included recipes, and the total number of downloaded and redeemed coupons.

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**Quarterly advertising**

- At least 200,000 views/offer guaranteed
- You pay a fixed rate for exposure on ica.se, and variable rates for coupon redemption

**Tailor-made recipe sponsorship**

- At least 100,000 views/offer guaranteed
- Choose when you want to be seen according to the period and views
- Increased exposure of your coupon both on category pages and recipes pages

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**Price list**

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Editorial package</td>
<td>Small SEK 200,000, Large SEK 350,000</td>
</tr>
<tr>
<td>Recipe sponsorship/quarter</td>
<td>SEK 75,000</td>
</tr>
<tr>
<td>Tailor-made recipe sponsorship</td>
<td>As quoted</td>
</tr>
<tr>
<td>Digital coupon in the ICA Handla app</td>
<td>SEK 50,000 week</td>
</tr>
<tr>
<td>Weekly mail</td>
<td>SEK 50,000 week</td>
</tr>
</tbody>
</table>

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**Ad information**

**ADVERTISING MATERIAL**

Materials must be submitted at least six weeks before the start of the promotion.

**AD APPROVAL**

We will specify where a completed ad can be downloaded (edited and approved) if reworked by us prior to broadcast.

**RECLAMATION**

Provided materials must be advertised within two weeks of the first broadcast date.

**CANCELLATION**

Cancellation must be made in writing, to the person from whom you booked advertising space, no later than one month prior to the scheduled broadcast.

**GENERAL**

ICA In-Store TV reserves the right to refuse to show unsuitable advertisements.