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

- 1.7 million unique users/week
- Approx. 2.8 million visits/week
- 145 million visits in total per rolling year
- Approx. 63% visit recipe pages
- The average visitor views 3 pages/visit and spends 2.9 min/visit
- Over 64% 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 25–44 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**
- 306,000 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

**Instagram**
- 60,300 fans
- On average 900 likes/image
- 82% of followers are women
- Largest age group: 25–34 yrs, second largest: 35–44 yrs

**ICA-Handla App**
- App downloaded more than 1.8 million times
- 120,000 unique users/month (70,000/week)
- 1.9 million visits/month (435,000/week)
- 72% of all visits are account login visits

**ICA 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. 70,000 primary weekly emails (September 2018)
- The open rate is approx. 30–35%
- 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.

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<th>Space</th>
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<td>Promotion page</td>
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<td>Cooking tutorials</td>
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<td>Sponsored recipes</td>
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<td>Follow-up report</td>
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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.

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

Price list

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<tr>
<th>Description</th>
<th>Small SEK</th>
<th>Large SEK</th>
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<tr>
<td>Editorial package</td>
<td>200,000</td>
<td>350,000</td>
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<tr>
<td>Recipe sponsorship/quarter</td>
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<td>Tailor-made recipe sponsorship</td>
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<tr>
<td>Digital coupon in the ICA Handla app</td>
<td>50,000</td>
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<td>Weekly mail</td>
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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.

Ad sales
bokning@ica.se

For questions regarding materials
material@ica.se