

THE CHEFS ARENA

MASTERS OF THE KITCHEN

Welcome to The Chefs Arena!



DIGITAL

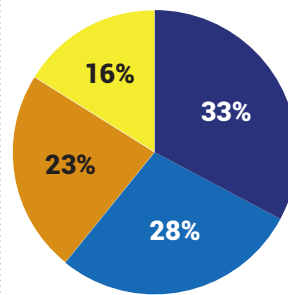
Reach of The Chefs Arena is in the form of it's digital and print magazine. Digital form of the magazine is being sent out to over **30,000 industry professionals**, which includes:

- Chefs at Hotels/Restaurants
- Culinary Institutes/Students
- Professional Food-service Consultants
- Hotel & Restaurant owners
- Product manufacturers and suppliers
- Senior Management (including CXOs)

REASONS FOR ENGAGEMENT

- Focused reach to Chefs and other F&B professionals
- Purposeful visibility within effective market segments
- A single point to disseminate information to a large decisive audience
- Reach covering professionals from across the country

Break up of 30,842 (as on January 2022) Readership by region



North	10178
West	8636
South	7094
East	4934

Advertise Rate*

False Cover (2 Pages-front and back)	1,00,000/-
Centre / Double page spread	70,000/-
Back Cover	50,000/-
Premier Position	35,000/-
Full Page	25,000/-
Half Page	15,000/-

*Rates in INR exclusive of all taxes

Material Details

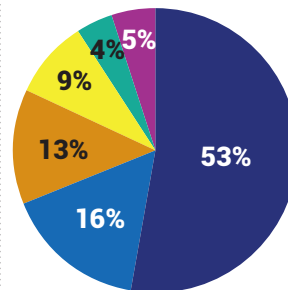
Softcopy of the artwork should be in TIFF, PDF or EPS format, CMYK and 300 dpi with Black overprint. The color proof should be enclosed.

Full Page: W 20.6 cm x H 28.6 cm (Bleed)
W 20 cm x H 28 cm (Non Bleed)

Double page spread: W 40.6 cm x H 28.6 cm (Bleed)
W 40 cm x H 28 cm (Non Bleed)

Half Page: W 17.25 cm x H 12.2 cm

Readership Profile



Chefs	16346
Institutions & Students	4935
Food Professionals	4009
Hotel & Restaurant owners	2776
Product manufacturers and suppliers	1233
Senior Management (including CXOs)	1543