

Magazines that provide great value

Stibo Complete publishes the magazines Kollega and Chef & Karriär for Unionen, Sweden's biggest trade union. Kollega is published eight times a year in a print run of 645,000 copies, and Chef & Karriär is published four times a year in a print run of 85,000 copies.

Kollega is the voice of the trade union members and aims to reflect the everyday lives of members, for better or for worse. The assignment is to publish a modern, exciting, specialist magazine that reflects work in the private sector.

With a print run as big as the one for Kollega, it's important that we can feel confident in our printing supplier. They must have the resources to take care of our magazines. Stibo has that. And down the years they've also been an important sounding board for us when discussing the choice of paper and so on.

Åsa Frisk
Unionen

High technical quality

Kollega has to maintain high journalistic quality, have breadth and depth, and also be entertaining.

"A high level of technical quality should also make sure that Kollega is perceived as an important member benefit for Unionen's members. We have full confidence in Stibo in that respect," explains Åsa Frisk.



