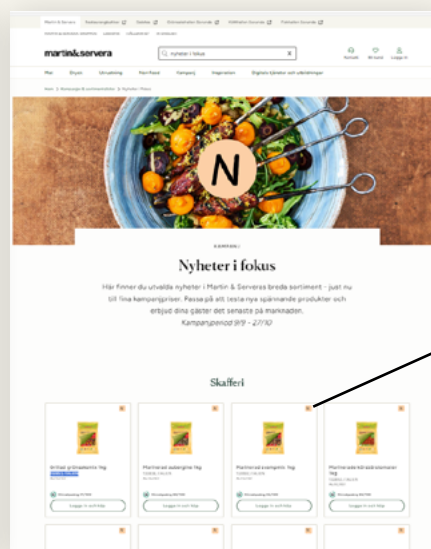




News in focus 2026

Publication Plan

The purpose is to create strong sales opportunities for newly launched products in Martin & Servera's assortment. Activating articles through this initiative is a perfect way for you as a supplier to quickly reach Martin & Servera's customers with new products.

We offer two different launch options for product news: News Exposure and News Program. Each option involves different types of activation and visibility across our various channels.

As a supplier, you can read more about this in the materials available in the Supplier Portal. There you will also find all the necessary information and instructions regarding the news launch set-up.

Issue	Campaign period, week	Due date for product suggestion	Due date for material (product info sheet)
News Exposure			
Launch window no 1	w. 7-11	16/12 -25	15/1
Launch window no 2	w. 14-18	10/2	24/2
Launch window no 3	w. 23-27	14/4	29/4
Launch window no 4	w. 31-35	3/6	17/6
Launch window no 5	w. 39-43	11/8	25/8
News Program			
Launch window no 1	w. 12-18	16/12 -25	21/1
	w. 23-26	14/4*	-
Launch window no 2	w. 37-43	2/6	13/8
	w. 47-52	29/9*	-
Launch window no 3	w. 46-4 2027	8/9	29/9
	-	-	-

*Within the News Program regarding launch window no 1 and no 2, the product news will also be activated in a relaunch campaign. The same article number is added to the specific activity in the campaign tool, with applicable discount.

**martin &
servera**