

Den goda måltiden 2027

Publication schedule and advertising specifications

Den goda måltiden targets Martin & Servera customers in the public sector (healthcare & education). The content includes editorials, industry news and promotional campaign products. The magazine is published two times a year and it is distributed to all customers in the public sector (approximately 6,000 addresses), both by post and digitally on martinservera.se. It is also distributed at conventions, events and sales meetings.

Issue	Due dates for product suggestions	Campaign period week	Publication week	Due dates for ready ads
Den goda måltiden no 1	10/11 -26	w. 2-18	w. 1	24/11 - 26
Den goda måltiden no 2	25/5	w. 35-52	w. 34	10/6

Advertising format

Full page
210 x 290 mm
- no bleed, no crop marks

Back cover page
210 x 215 mm
- no bleed, no crop marks

Supplier advertisement

A supplier's advertisement does not contain price offers. It may contain either advertising announcement or one or more products from our assortment. We want it to be Martin & Servera's article number. There are two advertising formats: full page and back page. Add a reference in the advertisement to our website for pricing information.

Example: "Se ditt pris på martinservera.se"

Materials

Please send completed advertising materials as open, high-resolution pdf-files, no bleed and no crop marks. Upload completed materials through the supplier portal:

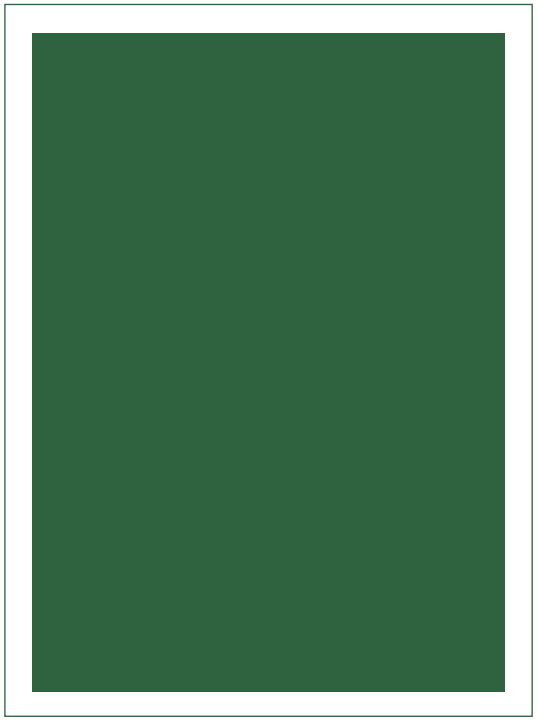
leverantorsportalen.martinservera.se

martin& servera

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Supplier reportage

Example





Editorial article in Den goda måltiden

Your own editorial article should contain general interest to the public sector. It should have an appealing story, which will form the basis for the article. We make an initial assessment of the submitted material and then get back to you if it needs to be supplemented.

We need your logo and 1-3 pictures to illustrate the text. We expect the completed text material in a Word-document. All pictures need to be high-resolution (300 dpi) in jpg format and your logo in eps-format.
Please send the material to the marketing department,

fanny.solgren@martinservera.se

martin& servera