

Dryck & Bar 2027

Publication schedule and advertising specifications

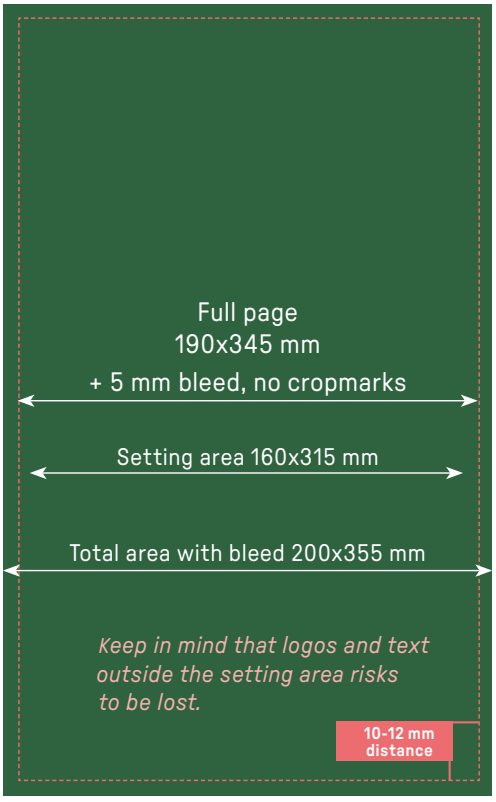
Dryck & Bar is published twice a year and reaches approximately 5,000 private customers with serving licenses across the country. The number of pages varies, and the content consists of a mix of inspiration, promotional articles, wine menus, and seasonal news for bars.

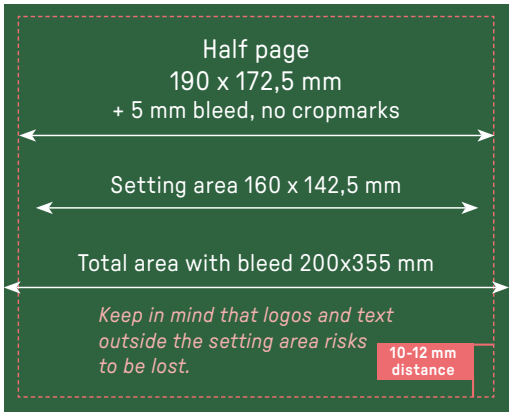
With Dryck & Bar, we drive sales and create interest in new products within the beverage segment. The magazine is also available for download on our website, and all promotional articles can be purchased through our e-commerce.

Issue	Editorial theme	Campaign period week	Campaign proposal supplier	Publication week	Ads materials due date
Dryck & Bar no 1	Summer	w. 18-34	25/2	w. 17	6/4
Dryck & Bar no 2	Winter	w. 43-3 -28	26/8	w. 42	30/9

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Advertising formats





Materials

We would like to receive finished advertisement material as open, high-resolution PDF files with 5 mm bleed, without crop marks. The material should be submitted via the supplier portal: leverantorsportalen.martinservera.se

Images in the PDF should be high resolution (300 dpi). We always want it to be Martin & Servera's article number in the advertisement.

Please note that the PDF file needs to have the correct dimensions to be uploaded. Check the total dimensions by right-clicking on the PDF, selecting Document Properties, and reading the Page Size.

Keep in mind that logos and text outside the setting area risks to be lost.

In this publication, we allow campaign prices to be included in the advertisement. Therefore, please wait for the price, which will be communicated via the Campaign Tool in the Supplier Portal, and insert it into the advertisement before uploading.

Additional promotional material

Additional promotional material provide an opportunity to choose what you want to advertise exactly. Choose whether you want to create a leaflet or a folder. Size 175x325 mm or smaller.

The edition is managed and paid for by you and then delivered finished to our printing house.
For the exact edition, contact the marketing department.

charlotte.dahlberg@martinservera.se

Contacts

Questions regarding promotional products, please contact the category & purchase department:
sara.m.hallgren@martinservera.se
camilla.bjorklund@martinservera.se

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