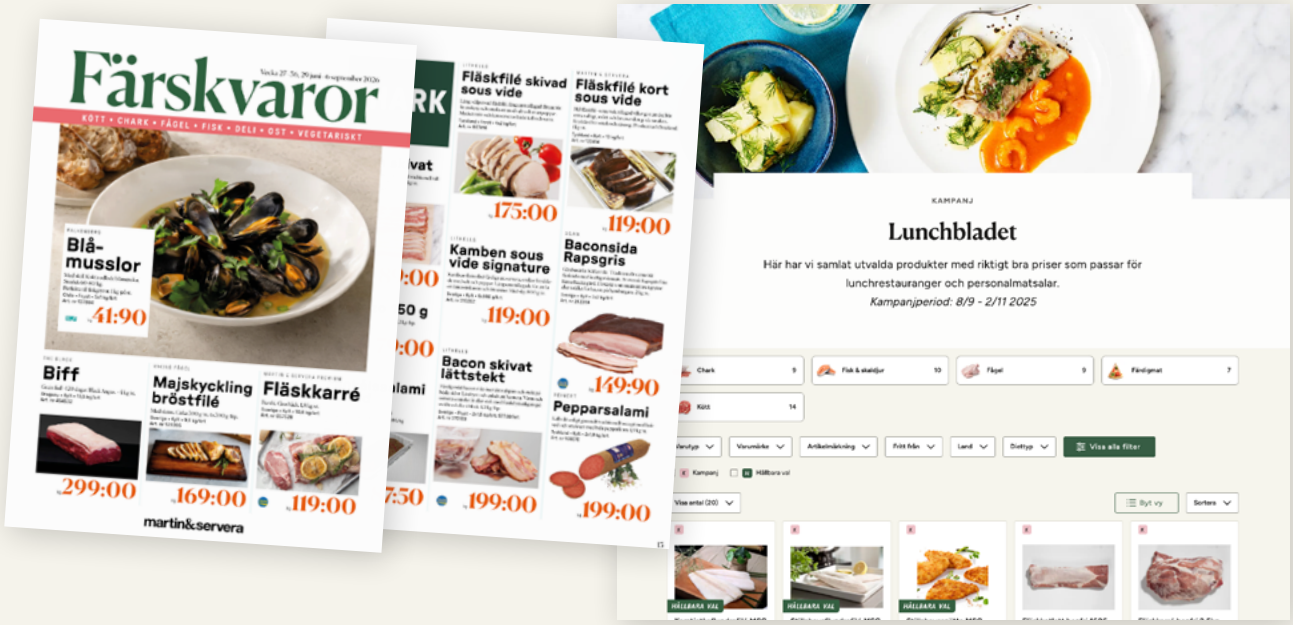


Färskvaror & Lunchbladet 2027

Publication schedule

Färskvaror consists of 16 pages and contains a unique combination of inspiring information about meat, meat products, fish, poultry and vegetarian options. It's published 6 times per year, covering about 10,000 customers all over the country.

Färskvaror targets private restaurants and provides information and news about our producers, knowledge in the restaurant business, and promotional products. Färskvaror is also available for download on our website and the target group can find all current promotional offers in our e-commerce.

Lunchbladet is a digital campaign site and focuses on attractive prices for canteens and restaurants specializing in serving lunches.

Issue	Due dates for product suggestions	Campaign period week	Publication week Färskvaror
Färskvaror & Lunchbladet no 1	19/11 -26	w. 2-9	w. 1
Färskvaror & Lunchbladet no 2	3/2	w. 10-17	w. 9
Färskvaror & Lunchbladet no 3	31/3	w. 18-25	w. 17
Färskvaror & Lunchbladet no 4	19/5	w. 26-35	w. 25
Färskvaror & Lunchbladet no 5	23/6	w. 36-43	w. 35
Färskvaror & Lunchbladet no 6	29/9	w. 44-52	w. 43

Advertising content

Images should be high resolution (300 dpi). Please note that an inspirational image is often more selling than a packshot. A good quality image is important for exposing both in the promotional magazines and in our e-commerce.

Martin & Servera has switched to the GS1 standard to ensure quality and make it easier for you as a supplier. Therefore send in your photos via Validoo or Dabas.

https://www.martinservera.se/in-english/supplier-to-martin-servera/information-about-the-gs1-standard

Contacts

Questions regarding promotional products, please contact the category & purchase department:

linn.stalbohm@martinservera.se

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