

Julbordet 2027

Publication schedule

The promotional magazine Julbordet cover approximately 16,000 customers and target restaurants hosting Christmas events. Julbordet is sent by post to all customers. The promotional magazine is an effective tool for stimulating sales and increasing customer profitability. The publication is used at customer events, trade fairs, and by the sales team ahead of the Christmas season.

Julbordet is also available on our website, and all current promotional items can be found in our online shop at martinservera.se

Issue	Editorial theme	Due dates for product suggestions	Campaign period week	Publication week
Julbordet	Christmas	24/8	w. 43-51	w. 42

Julbordet consists of product-price-offers, which means that your product is presented with a short description, price and picture. 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.

For information about product images and sales texts, please read the information on this page:

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, reach out to your coordinator.