

Kök & matsal 2027

Editorial calendar and advertising specifications

Kök & matsal is a campaign magazine focusing on restaurant equipment and non food items. It is published 2 times per year and reaches approximately 16,000 customers all over the country. The magazine consists of 40 pages and contains a mix of inspiration, reportages, news, knowledge, sustainability and attractive offers. In the magazine, the reader can access both customer and supplier reportages as well as ads with promotional prices.

Kök & Matsal creates awareness of our wide assortment in the equipment and non-food segment and it is an important sales tool for the sales department. Kök & matsal is also available for download on our website, and all current promotional products are presented in our e-commerce.

Issue	Editorial theme	Campaign period week	Publication week	Due dates for product suggestions	Due dates for ads
Kök & matsal no 1	Catering, events and weddings - Focus: news, sustainability, knowledge and inspiration towards all types of customers	w. 9-16	v. 8	2/12 -26	27/1
Kök & matsal no 2	Autumn's serving - Focus: news, sustainability, knowledge and inspiration towards all types of customers	w. 39-46	v. 38	10/6	20/8

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Advertising format



Material

Please send completed advertising material as open, high-resolution pdf files, no bleed and no crop marks. Images should be high resolution (300 dpi). We always want the article number to be Martin & Servera's. Please note that the pdf file needs to have the correct dimensions to upload. Check the dimensions by rightclicking in the pdf, selecting Document Properties and reading the Page Size.

Upload your materials easily via the Supplier portal at: leverantorsportalen.martinservera.se

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

Contacts

General questions regarding advertisements or Kök & matsal, please contact the category & purchase department:
ulrika.bjorn@martinservera.se
sara.m.hallgren@martinservera.se

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Suppliers reportage

Editorial page in Kök & matsal

If you are offered your own reportage, we will together look at and discuss the content and other relevant production issues.
The editorial text can be about your activity, a topic related to the theme of the edition, a subject that is highly up to date or a topic of general interest to the restaurant industry. There are two approaches:

Option 1

You present your own editorial text, about 2000 characters long, that is interesting and inspiring to our customers. You email it to us, by an agreed date, together with 1-3 pictures to illustrate the text.

We need the completed text material in a Word document. All pictures need to be high-resolution (300 dpi) in jpg format.

Option 2

Together we set a time for a telephone interview or a visit at your premises. After that, our editorial board creates the editorial text. In this case as well, we expect help from you with relevant pictures.

(Please, always state in the email subject line the relevant issue title, e.g. "Reportage -company name- Kök & matsal 1")

You will always get the opportunity to approve the editorial text before it is published.

Contact

Questions regarding reportage or editorial content, please contact the marketing department:
ewa.strameus@martinservera.se

Example



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