

Smak & Inspiration 2027

Publication schedule and advertising specifications

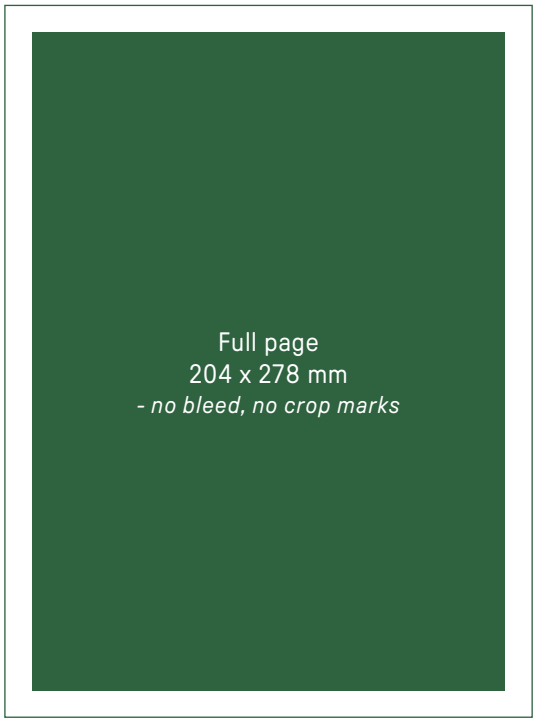
The Smak & Inspiration magazine is published 2 times a year and covers about 16,000 customers all over the country. Printed editions are sent to independent customers and chain customers. The purpose is to create interest and to function as a display window for news and trends, and at the same time increase sales of products that are of high demand.

The content of the magazine is a combination of inspiration, supplier's reportages and advertisements, sustainable food products, knowledge in the industry and promotional products. Smak & Inspiration is also available for download on our website, and all current promotional products can be found in our e-commerce.

Issue	Editorial themes	Due dates for product suggestions	Due dates for ready ads	Campaign period week	Publication week
Smak & Inspiration no 1	Spring	15/12 -26	20/1	w. 11-17	w. 10
Smak & Inspiration no 2	Autumn	11/5	8/6	w. 36-42	w. 35

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Advertising format





Supplier advertisement

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

Example: "Se ditt pris på martinservera.se"

Advertising materials

Please send completed advertising materials as open, high-resolution pdf files, no bleed and no crop marks. Please note that the pdf file needs to have the correct dimensions and resolution (300 dpi) to upload. Check the dimensions by right-clicking in the pdf, selecting Document Properties and reading the Page Size. Upload completed material through the supplier portal: leverantorsportalen.martinservera.se

Additional promotional material

Additional promotional materials provide an opportunity to choose what you want to advertise exactly. This may be news about your product or brand without using a price offer. Choose whether you want to create a leaflet or a folder. Depending on your choice, you can use onepage leaflet or a booklet of A4 format (210x297 mm).

The use of additional materials must be agreed with the category & purchasing department in the relevant business area. This helps to prevent irregularities regarding our guidelines or products that are not included in our assortment.

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.

martin& servera

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Supplier editorial article

Full page
204 x 278 mm
- no bleed, no crop marks

Example



Editorial article in Smak & Inspiration

Your own editorial article should contain an editorial text of approximately 1500 characters that is engaging and inspiring for our customers. It can be about your company, a topic related to the issue's theme, or something of general interest to the restaurant industry. We need 1-3 images to illustrate the text as well as your logo.

The finished text material should be in a Word document. Images should be high resolution (300 dpi), preferably in jpg format, and your logo in eps format. All materials should be uploaded to the supplier portal, leverantorsportalen.martinservera.se

Contact

Questions regarding advertisements, additional promotional materials or editorial content, please contact the marketing department: linda.gorard@martinservera.se

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