

Sommargäster och Vintergäster 2027

Publication schedule and advertising specifications

The promotional magazines Sommargäster and Vintergäster cover approximately 16,000 customers, targeting privately owned summer and winter restaurants.

The magazines feature ads both with and without promotional prices. The two publications are an effective tool for stimulating sales and increasing customer profitability. Also, Sommargäster is used during spring meetings with customers and by the sales force for the summer season. The advertising period for the magazine is from mid-May to the end of August.

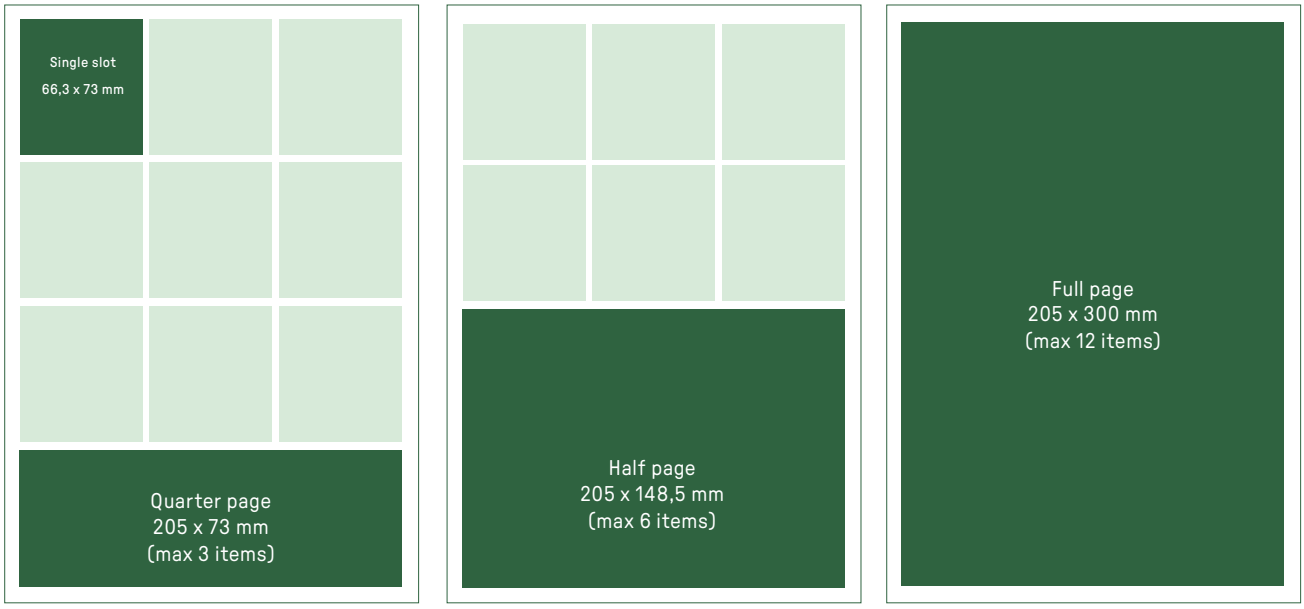
Both Sommargäster and Vintergäster is also available on our website, and all current promotional items can be found in our online shop at martinservera.se

Publication	Editorial theme	Due dates for product suggestions	Campaign period week	Publication week	Due dates for ready ads
Sommargäster	Summer	24/2	w. 19-34	w. 18	16/3
Vintergäster	Winter	7/9	w. 45-5 -28	w. 44	28/9

martin& servera

Sommar-/Vintergäster 2027

Advertising format



Single slot

Single slot (product-price) 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.

Supplier advertisement

A supplier's advertisement does not contain price offers. At the same time, it may contain article numbers to present one or more items from our assortment. In this case we want it to be Martin & Servera's article numbers. There are three advertising formats: full, half and quarter page. Add a reference in the advertisement to our website for pricing information.
Example: "Se ditt pris på martinservera.se"

Material

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

Additional promotional material (only Sommargäster)

Additional promotional material 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. Depending on your choice, you can use a one-page 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. 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.

Contacts

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

martin& servera