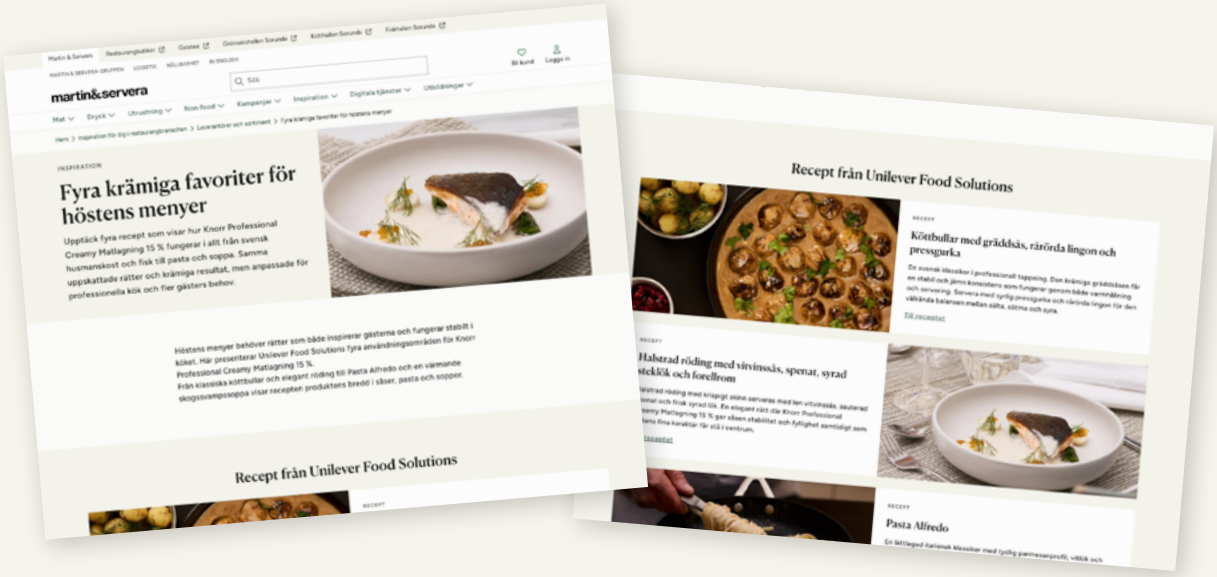


Brand advertising 2027

Publication schedule and advertising specifications

Digital advertising is a perfect way for you as a supplier to quickly reach Martin & Servera's customers—private, chain, and public sector customers. You reach the customers at the moment of purchase, giving you great opportunities to influence their decisions and drive additional sales. Brand advertising offers you, as a supplier, the possibility to market new products or position yourselves as a supplier, or alternatively, promote a specific brand on your own dedicated landing page.

Advertising format

In a digital brand advertisement, content and product work together to create impact. As a supplier, you have the opportunity to promote new products or profile yourselves as a supplier, or alternatively, highlight a specific brand.

You are offered two options:

- An inspirational article, which in addition to text can include video and images, as well as up to 8 related products.

Alternatively:

- Up to four recipes, with a maximum of four linked products per recipe.

Content and design are developed in collaboration with the marketing department. The material may also be featured in Martin & Servera's other digital channels (such as newsletters and social media) for relevant target groups.

Materials

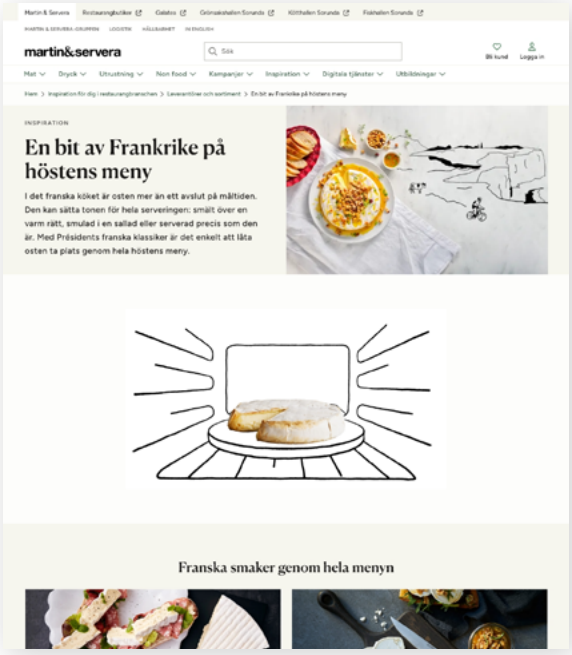
Inspirational article

For the inspirational article, we need an editorial text that is high-quality, engaging, and inspiring for our customers. The article can be about your company, a current topic, or something of general interest to the restaurant industry.

The introductory text must not exceed 250 characters. The inspirational article should be between 1,500-2,000 characters long and may include video clips and images, as well as up to 8 related products. Please submit the finished text in a Word document.

Material to be submitted before the deadline:

- Product images must be included.
- Editorial text of approximately 1,500–2,000 characters (including spaces) in a Word document.
- Header image sized 1280x720 px or larger (JPG). The main subject and any text need to be centered in the image, as the outer edges are cropped on our website.
- 1–3 high-resolution images to illustrate the text. Minimum 1920x1080 px, at least 72 dpi (JPG).
- Optional video in landscape format (MP4).

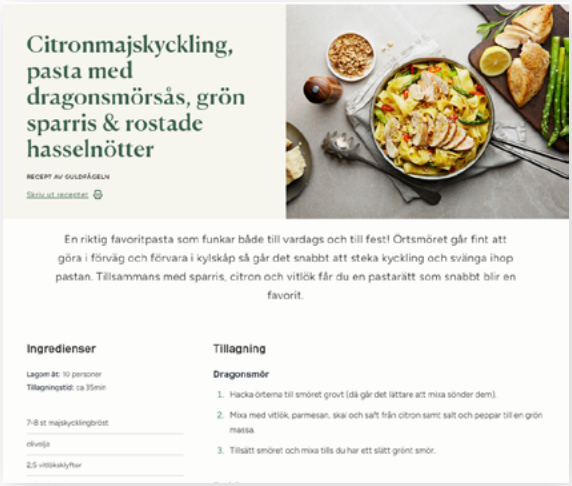


Recipes

The recipe option means a landing page featuring up to four linked recipes. For the landing page, please submit a title, introduction, and one or two paragraphs about the recipes or your company as a supplier, or about a clear theme, such as Christmas or vegetarian. You may link up to four products to each recipe.

Material to be submitted before the deadline:

- Product images must be included.
- A brief text describing the theme/recipes in a Word document, including the recipes themselves and an introduction.
- Header image sized 1280x720 px or larger (JPG). The main subject and any text need to be centered in the image, as the outer edges are cropped on our website.
- Recipe images sized 1920x1080 px, at least 72 dpi (JPG).



Campaign period	Campaign proposal supplier	Last day to submit materials brand advertisement
January w. 1-6 (4/1 - 14/2)	17/11 -26	24/11 -26
February w. 7-10 (15/2 - 14/3)	15/12 -26	15/1
March w. 11-14 (15/3 - 11/4)	26/1	2/2
April w. 15-18 (12/4 - 9/5)	23/2	2/3
May w. 19-22 (10/5 - 6/6)	16/3	30/3
June w. 23-26 (7/6 - 4/7)	20/4	29/4
July w. 27-30 (5/7 - 1/8)	13/5	25/5
August w. 31-34 (2/8 - 29/8)	9/6	18/6
September w. 35-38 (30/8 - 26/9)	15/6	30/6
October w. 39-42 (27/9 - 24/10)	17/8	24/8
November w. 43-46 (25/10 - 21/11)	7/9	14/9
December w. 47-52 (22/11 - 2/1)	5/10	12/10

Important information regarding product information

To advertise digitally with us at www.martinservera.se, your advertised product must have an updated and correct image as well as a persuasive product description in our e-commerce. Read more here: https://www.martinservera.se/in-english/supplier-to-martin-servera/information-about-the-gs1-standard

If your product does not have a product image and a selling text before the campaign starts, your article will not be marketed in a themed campaign.

Contact

Promotional products

Questions regarding promotional products, pricing or similar matters, please contact the category & purchase department, reach out to your coordinator.

Editorial content

If you have any questions regarding materials for advertising, please contact the marketing department at webbannonser@martinservera.se

Finalized materials should be uploaded in the supplier portal.

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