

HOTELL & Restaurang

Media plan 2012



With an ad in Hotell & Restaurang you will reach all the right people!
 We reach all decision-maker in Swedens all: Hotels, Restaurant, boarding house, Big kitchens, Pizzerias, Fast Food and Catering companies.

Although the reconstruction

By partnering with ByggFakta we reach also the companies that either to build or invest in other ways. The magazine is then addressed to the person responsible for the construction project.

PUBLICATION SCHEDULE

No	Focus:	Deadline:	Publish date:
1	Fastfood	19/1	7/2
2		23/2	13/3
3	Gastro Nord	26/3	16/4
4		4/5	31/5
5		23/8	11/9
6		20/9	9/10
7		18/10	7/11
8		20/11	6/12

PRICES

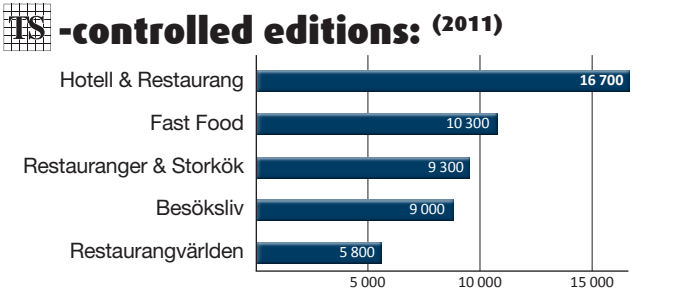
Size	Price: (sek)	Area: (mm)	Bleed: (mm)
Spread	22.900:-	394x270	420x297 (+5 mm trimming edge)
1/1-page	16.900:-	185x270	210x297 (+5 mm trimming edge)
1/2-page	9.900:-	185x132 / 90x270	210x147 / 100x297 (+5 mm trimming edge)
1/4-page	5.900:-	90x132 / 185x65	

Technical Specifications: 300dpi PDF-files. Original made in the following program (or similar): InDesign, Illustrator or Photoshop. Send to post@svenskamedia.se or by mail.

Discount: at simultaneous reservation: 10% at 2 introduces, 20% at 3 och 30% at 4. At reservation through a whole year (8 introduces) 40% discount.

Edition: TS-controlled 16 700 ex.

Tips and product news, please send to:
 jenny.marcuson@svenskamedia.se



1/1-page: 185x270 mm bleed:* 210x297 mm	Horizontal 1/2: 185x132 mm bleed:* 210x147 mm	Vertical 1/2: 90x270 mm bleed:* 100x297 mm	1/4-page: 90x132 mm 185x65 mm
Spread: 394x270 mm bleed:* 420x297 mm			1/8-page: 90x65 mm 185x30 mm

* Vid utfall - lägg till 5 mm skärsmån i samtliga riktningar!

ATTACHMENTS

20g: 1 SEK/pc 40g: 1,20 SEK/pc 50g: 1,40 SEK/pc
 Prices for finished materials. Maximum size: 205x275 mm.
 Quotation on the cost of printing and the Annex exceeds the maximum measure. Call for Price!

WEB ADVERTISING

Top: 468x60 pixels: 2.000 SEK/month
 Square: 125x125 pixels: 1.500 SEK/month
 Approximately 900 visitors per month. Approximately 2.0 pages / visitor.
 Average Time on Site: 1 minute.
 CTR: 0,2 - 0,75%.



The industry's largest independent magazine!

MATERIAL DROP-OFF

Internet: www.hotellorestaurang.se - Click on "Annonslämning"
Mail: ylwa@svenskamedia.se
FTP: 80.65.199.21 (Username: Media Password: dagsfordex)

ANNONSBOKNING

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