

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

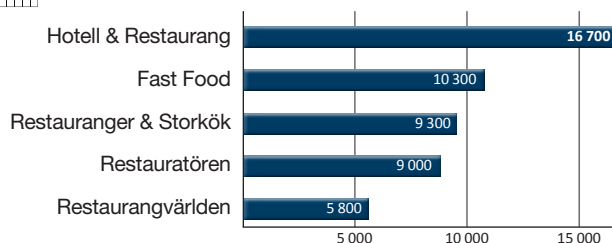
By partnering with ByggFakta we reach also the companies that either to build or invest in other ways. The magazine is then addressed to the person responsible for the construction project.

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

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

TS -controlled editions: (2011)



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

Svenska Media Docu AB

Tingsgatan 2A, SE-827 32 Ljusdal

Tel: +46 (0)651-150 50, Fax: +46 (0)651-133 33

post@svenskamedia.se, www.svenskamedia.se

SVENSKA
media

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.

1/1-page:
185x270 mm
bleed:*
210x297 mm

Spread:
394x270 mm
bleed:*
420x297 mm

Horizontal 1/2:
185x132 mm
bleed:*
210x147 mm

Vertical 1/2:
90x270 mm
bleed:*
100x297 mm

1/4-page:
90x132 mm
185x65 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%.

CONSTRUCTION

There is always some 3 000 construction related to caterers, hotels and restaurants.

With an ad in Hotell & Restaurang can reach the approximately 3 000 ongoing new construction, if and to the building of kitchens, school kitchens, hotels, restaurants and caterers. We include daily fresh builders, architects and contractors associated with construction items, through our sister company ByggFaktas database, each release. This distribution are we alone with in the industry.

You reach builders on time!