



## 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

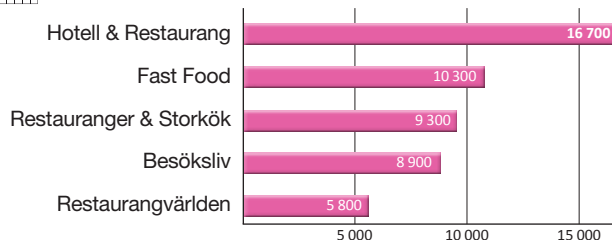
By partnering with ByggFakta we reach also the companies that either to build or invest in other ways. The magazine is then addressed to the person responsible for the construction project.

## PUBLICATION SCHEDULE

No	Focus:	Deadline:	Publish date:
1	Fastfood & Café	9/1	28/1
2		20/2	11/3
3		27/3	15/4
4		30/4	20/5
5		21/8	9/9
6		18/9	7/10
7		16/10	4/11
8		20/11	9/12

Tips and product news, please send to:  
annika.radlund@svenskamedia.se

## TS -controlled editions: (2012)



# The industry's largest independent magazine!

## MATERIAL DROP-OFF

**Internet:** www.hotellorestaurang.se - Click on "Annonslämning"  
**Mail:** ylwa@svenskamedia.se  
**FTP:** ftp.svenskamedia.se (Username: media Password: svenskamedia)

## BOOKING

### Svenska Media Docu AB

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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

Doublesquare: 270x125 pixels: 2 500 SEK/month

Approximately 900 visitors per month. Approximately 2.0 pages / visitor.

Average Time on Site: 1 minute. CTR: 0,2 - 0,75%.

