



NR 6 (79) 2024 ISSN 2084-1566 CENA 20 ZŁ W TYM 8% VAT

# Restauracja

pismo biznesu gastronomicznego



Czy na winie  
w gastronomii  
da się zarobić?

Mój dom  
to restauracja  
– rozmowa  
z szefem Robertem Sową

Jak zaplanować działania marketingowe  
PRZED ŚWIĘTAMI

# Restauracja

Magazine for catering business

## SPECIALIZED BIMONTHLY

Why is it worth to advertise in the Restaurant magazine?

Many years of experience, **supported by success in the trade press market** as well as excellent knowledge of HORECA market.

In order to press advertisement has brought expected results, the magazine must be interesting for the reader.

**We know how to do it**

Our others titles for years are leaders in the trade press market. We know what our Readers expect and how to create a professional specialized magazine. First year of RESTAURANT existing on the market, has established it's position and get loyal readers. Magazine permanently increasing level of subscription.

SPECIFICATION:

Circulation: 5000 copies

DISTRIBUTION:

- ✦ Promotional dispatch to the base of Polish restaurants
- ✦ Paid subscription
- ✦ distribution on the most important brand trade: Food-to-Go (February), EuroGastro (March), Polagra (October), Horeca (November)

OUR READERS

- ✦ Managers of restaurants
- ✦ Chefs
- ✦ Hoteliers
- ✦ Companies providing services for restaurants and catering industry

**Examples formats and price advertising:**

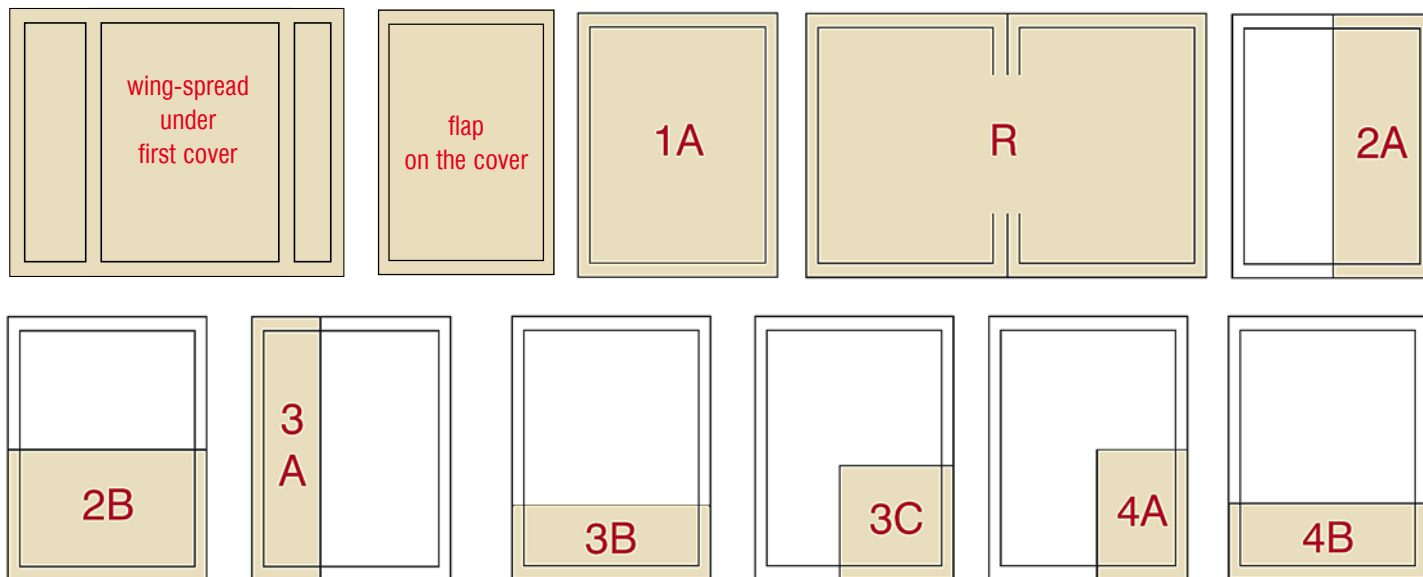
**1/1 PAGE – 1380 EUR**

**1/2 PAGE – 900 EUR**

By advertising in the Restaurant magazine your offer will go to the managers of restaurants.



## TECHNICAL SPECIFICATIONS



Format	Module	Trim size (mm)	Bleed size (mm)	ŻŁ	
COVER	inside front	1A	210 x 297	218 x 305	7900
	inside back	1A	210 x 297	218 x 305	6900
	outside back	1A	210 x 297	218 x 305	7900
wing-spread under first cover		441 x 297	451 x 307 (bleeds 5 mm)	8700	
flap on the cover		185 x 297	195 x 307 (bleeds 5 mm)	12600	
spread	R	420 x 297	428 x 305	12600	
1 page right location on first 15	1A	210 x 297	218 x 305	7500	
1 page right	1A	210 x 297	218 x 305	6900	
1 page left	1A	210 x 297	218 x 305	6300	
junior page		132 x 200		6000	
1/2 page vertical	2A	100 x 297	108 x 305	4600	
1/2 page horizontal	2B	210 x 140	218 x 148	4600	
1/3 page vertical	3A	72 x 297	80 x 305	3800	
1/3 page horizontal	3B	210 x 90	218 x 98	3800	
1/3 page	3C	132 x 135	140 x 143	3800	
1/4 page vertical	4A	103 x 135	111 x 143	3000	
1/4 page horizontal	4B	210 x 63	218 x 71	3000	
<b>Graphic design of colour advertisements</b>				<b>450</b>	

### TECHNICAL DATA

**Data for printing materials:** Open files or PDF files. CD ROM + proof in MacOS format, ZIP 100–250 MB + proof

#### For ads:

- PDF format: (the highest quality – PressOptimized, without compression)
- Adobe Illustrator 6.0 – 8.0 (EPS file) – all fonts as outlines (curves), Adobe Photoshop (EPS or TIF CMYK file) – minimum 300 dpi

### ACCOUNT NUMBER

60 1160 2202 0000 0000 3948 2022

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