



NR 6 (55) LISTOPAD/GRUDZIEŃ 2020 ISSN 2084-1566 CENA 14 ZŁ W TYM 8% VAT

Restauracja

pismo biznesu gastronomicznego



**Przenieś wigilię
do biur i domów**



**Jaki będzie
2021 rok
dla gastronomii?**

JACEK CZAUDERNA:
Nie możemy się zatrzymywać!

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 permanentny 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:

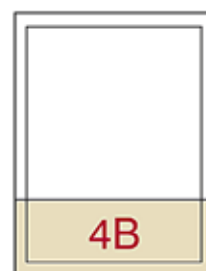
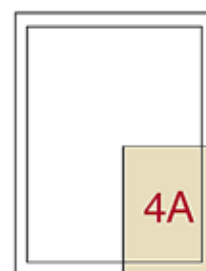
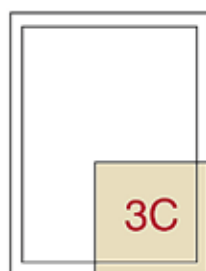
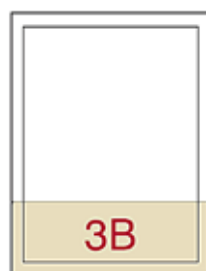
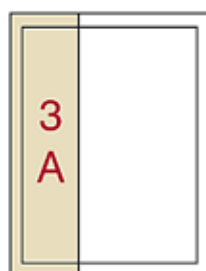
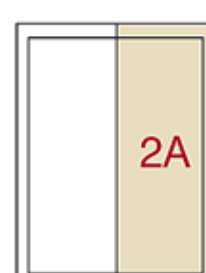
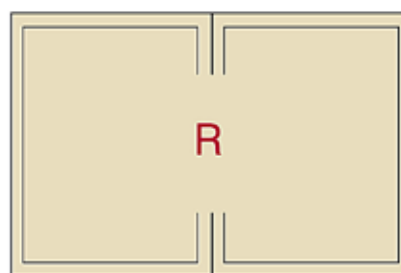
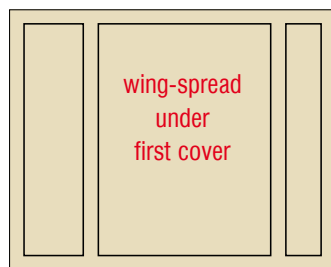
1/1 PAGE – 1380 EUR

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)	EUR	
COVER	inside front	1A	210 x 297	218 x 305	1780
	inside back	1A	210 x 297	218 x 305	1580
	outside back	1A	210 x 297	218 x 305	1780
wing-spread under first cover		441 x 297	451 x 307 (bleeds 5 mm)	3580	
spread	R	420 x 297	428 x 305	2380	
1 page right location on first 15	1A	210 x 297	218 x 305	1780	
1 page right	1A	210 x 297	218 x 305	1580	
1 page left	1A	210 x 297	218 x 305	1380	
junior page		132 x 200		1340	
1/2 page vertical*	2A	100 x 297	108 x 305	900	
1/2 page horizontal	2B	210 x 140	218 x 148	900	
1/3 page vertical	3A	72 x 297	80 x 305	740	
1/3 page horizontal	3B	210 x 90	218 x 98	740	
1/3 page	3C	132 x 135	140 x 143	740	
1/4 page vertical	4A	103 x 135	111 x 143	580	
1/4 page horizontal	4B	210 x 63	218 x 71	580	

Graphic design of colour advertisements

EURO 100

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

ul. Paca 37, 04-386 Warszawa,
 Advertising Dept.: phone +(48 22) 333 88 02, 333 88 06, fax (022) 333 88 82, e-mail: reklama@pws-promedia.pl

PUBLISHER REPRESENTATIVE

Mirek Kraczkowski (+48 22) 401 70 01, 600 344 881 mirek.kraczko@gmail.com
Małgorzata Grenda (+48 22) 333 88 02 m.grenda@pws-promedia.pl
Wioleta Wiater (+48 22) 333 88 10 w.wiater@pws-promedia.pl