



**5,400 copies** TS full-year statistics 2010

**12,000 readers** Orvesto Näringsliv 2011

**Published 10 times a year**



# Restaurangvärlden

## THE MAGAZINE THAT HIGHLIGHTS CURRENT SECTOR-RELATED ISSUES

**RESTAURANGVÄRLDEN IS THE ONLY MAGAZINE THAT HIGHLIGHTS CURRENT SECTOR-RELATED ISSUES** for those working in the private or public sectors. The target audience comprises restaurateurs, nutrition managers and other decision-makers in the restaurant sector.

Restaurangvärlden provides its readers with solid advice on how to increase profits, manage a self-monitoring system and reduce food waste.

restaurangvarlden.se brings you the latest industry news, trend developments and professional tips.

Restaurangvärlden also organises events: The Major Mealtime Day is the natural rendezvous point for nutrition managers.

Restaurangvärlden also presents Company Restaurant of the Year and Apprentice Chef of the Year awards, as well as the Werner Prize Winner of the Year award. Restaurangvärlden enables you to encompass the decision-makers in private and publically owned restaurants.

### The target group consists of:

- Nutrition Managers, Restaurateurs and Chefs in the private and public sectors.
- Influences the purchase of foodstuffs, equipment, fixtures, training, etc.

### More about its readers

- 33% of its readers are management team members
- 31% have managerial positions
- 29% are responsible for results
- 19% are hotel/restaurant managers

*Orvesto Näringsliv 2011.*



## NEW ERA FOR OLD CHEESE

Restaurangvärlden helps generate interest in Arla's Castello range among restaurants and institutional kitchens. The advertisements were used to drive traffic to the site for inspiration. The campaign was also extended to restaurangvarlden.se and Restaurangvärlden's newsletter.

To find out more about this and see other excellent examples, visit [www.formaeffekt.se](http://www.formaeffekt.se)

RESTAURANGVÄRLDEN EDITORIAL CALENDAR 2012				
ISSUE 2012	MONTH	WEEK	PUBL. DATE	MATERIAL
1	February	5	02/02	16/01
2	March	9	01/03	13/02
3	March	13	29/03	12/03
4	April	16	19/04	29/03
5	May	21	24/05	07/05
6	June	24	14/06	28/05
7	August	35	30/08	13/08
8	September	39	27/09	10/09
9	October	44	31/10	12/10
10	November	48	29/11	13/11
1-13	January	5	31/01-13	14/01-13

See the current topics at [www.formapg.se/temarv](http://www.formapg.se/temarv)

**ISSUE 4 TRADE FAIR ISSUE**  
 Handed out at the **Gastro Nord Fair** + 4000 copies.

**ISSUE 7 PUBLIC SECTOR**  
 Extra circulation to public sector + 2000 copies.

## Special issues

Full page bleed format 210 x 260 mm. Price SEK 25,200

Issue	Month	Week	Publ. date	Material	Theme
5	May	21	24/5	7/5	Bar & drink
6	June	24	14/6	28/5	More lucrative restaurant

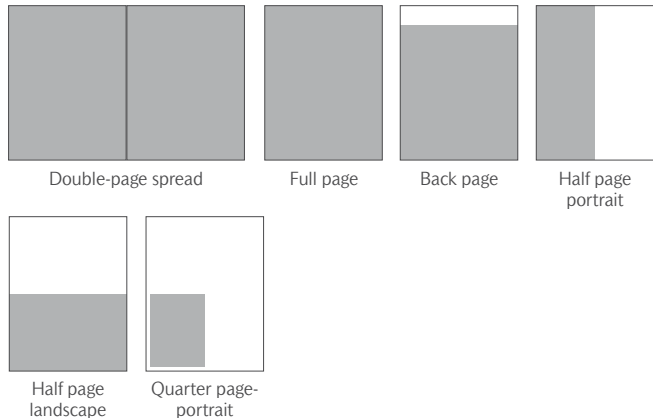


## Reports

In 2011, Restaurangvärlden published three much-appreciated reports. A new one will be published in 2012. An exclusive advertising solution with a long service life.

For more information, please contact Kristina Zdilar on +46 (0)8-728 24 38 or [kristina.zdilar@formapg.se](mailto:kristina.zdilar@formapg.se)

## Advertisement format and prices



Advertising	Format type area	Format bleed	Price
Double-page spread	422 x 260 mm	450 x 290 mm	56.200:-
Full page	199 x 260 mm	225 x 290 mm	35.200:-
	<b>Fixed position pages 4, 7, 9, 10</b>		39.200:-
Back page	199 x 246 mm	225 x 260 mm	39.200:-
	<b>Covers 2 and 3</b>		39.200:-
Half page portrait	97 x 260 mm	110 x 290 mm	22.200:-
Half page landscape	199 x 128 mm	225 x 142 mm	22.200:-
Quarter page	97 x 128 mm		12.200:-

## INSERTS

Tests show that the response rate generated by an insert in a magazine is up to ten times higher than that of unaddressed direct advertising. Furthermore, for a very low cost per contact, your insert can reach a target audience with great spending power and be virtually whatever shape and size you want. There are lots of reliable options:

- **Fixed inserts** – stapled or glued onto adverts and as samples.
- **Loose inserts** – max. format 215 x 280 mm, min. 90 x 90 mm.
- **Selected inserts** – annual subscribers, postcodes, age.
- **Polybagging** – polybagged inserts with promotional mail for e.g. retailers.

## INSERT RATES

Loose or fixed inserts	< 50 g	SEK 3.50/each
	> 50 g	please ask for a quote
Samples		please ask for a quote

Additional cost for poly-bagging.

Max. format 215 x 280 mm. Min. format 90 x 90 mm.

If you would like further information about inserts, please contact Hans Dahlberg, Supplements Coordinator on +46 (0)70-529 42 27 or via e-mail: [hans.dahlberg@formapg.se](mailto:hans.dahlberg@formapg.se)

## JOB ADVERTISING

### Rates

Situations vacant	SEK 25/column mm
Job advertising online	SEK 2500/week

If you would like to book job advertisements, please contact the Advertising Manager Kristina.Zdilar on +46 (0)8-728 24 38 or kristina.zdilar@formapg.se

## MARKETPLACE

### Rates for 10 inserts

	Format	Price
Module 1	63 x 25 mm	7.600:-
Module 2	63 x 55 mm	10.000:-
Module 3	63 x 115 mm	13.200:-
Module 4	131 x 55 mm	13.200:-

## INTERNET GUIDE

### Rates for 10 inserts

	Format	Price
Module in magazine	66 x 51 mm	15.200:-

Module in magazine  
and a scrolling banner on the website for the whole year.  
20.000:-

## Advertising material

We can only accept material in the form of digital files. For technical information or to submit material, please go to [www.formapg.se/material](http://www.formapg.se/material). If you have questions about material, please contact Ronnie Öberg on +46 (0)21-475 77 59 or Kristina Lindström on +46 (0)21-475 76 96.

## OTHER QUESTIONS

Contact Kristina Zdilar, Advertising Manager for Restaurangvärlden on +46 (0)8-728 24 38 or kristina.zdilar@formapg.se

## PREFERRED POSITION

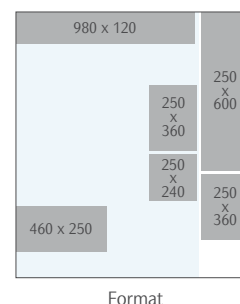
All rates include advertising tax, but do not include VAT.  
Preferred position: add 10%.

## ORDER INSTRUCTIONS

Advertisements can be moved or cancelled if the magazine is notified of this no later than two months before the publication date. The publisher's liability for any errors in advertisements shall not exceed the amount paid for the advertisement. The publisher shall not be liable for any consequential damage of any kind if for some reason the magazine does not publish an advertisement or the advertisement is published incorrectly.

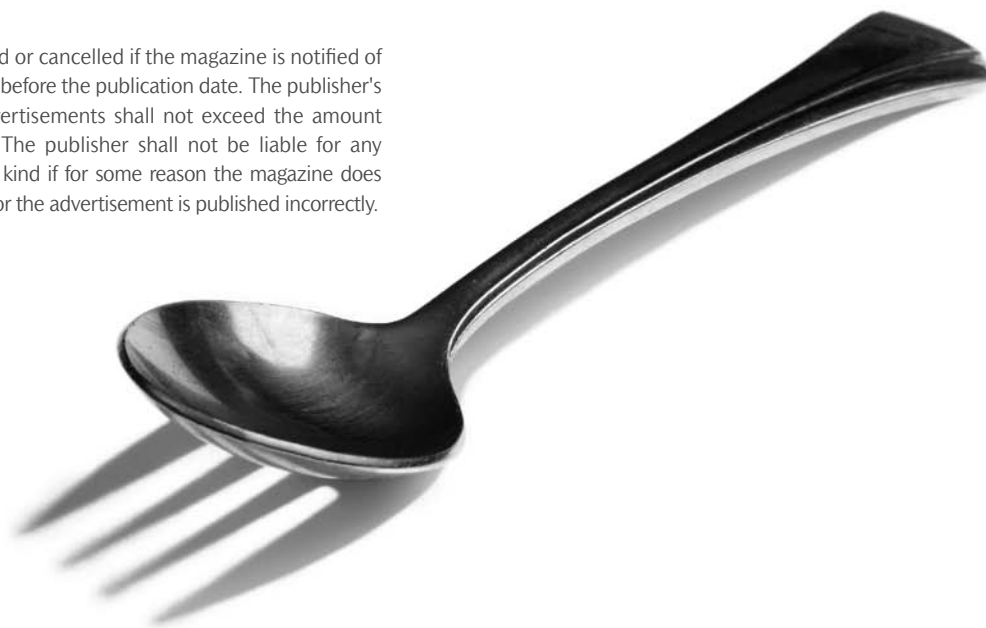
## Web advertising

Restaurangvarlden.se delves into current issues relating to both the private and public sectors. A rendezvous point for all of Sweden's restaurants. You can reach 29,000 readers by advertising twice a week in Restaurangvärlden's newsletter. You can find current traffic figures at <http://kiaindex.net/>



Format (pixels)	Fixed weekly price
250 x 240	3.000:-
250 x 360	4.000:-
460 x 250	4.000:-
980 x 120	6.000:-
250 x 600	6.000:-
Newsletter, 250 x 240	3.000:-
Newsletter, 250 x 360	4.000:-

Web prices may be adjusted in 2012. Please contact Sanna Wijkström on +46 (0)8-728 23 02 or sanna.wijkstrom@formapg.se for other advertising solutions and current price information.





# Job advertising

**EFFICIENT RECRUITMENT** means selecting the right channel at the very start of the process to be sure of finding the people you need! It improves the quality and focus of the replies. Forma Magazine's B2B channels enable you to come into contact with professionals in the consumer non-durables sector, other retail trade sectors and the restaurant sector.

**When advertising vacant positions in Icanyheter, Market and Restaurangvärlden, you can be sure of:**

- High success rate
- High quality responses
- Efficient recruitment process

## JOB ADVERTISING ICANYHETER

If you would like to book situations vacant advertisements, please contact the Advertising Manager Christer Edström on +46 (0)8-728 23 16 or [christer.edstrom@formapg.se](mailto:christer.edstrom@formapg.se)

## JOB ADVERTISING MARKET

For information about prices or to book situations vacant advertisements, please contact the Advertising Manager Anna-Mari Klaavuniemi on +46 (0)8-728 23 51 or [anna-mari.klaavuniemi@formapg.se](mailto:anna-mari.klaavuniemi@formapg.se)

## JOB ADVERTISING RESTAURANGVÄRLDEN

For information about prices or to book situations vacant advertisements, please contact the Advertising Manager Kristina Zdilar on +46 (0)8-728 24 38 or [kristina.zdilar@formapg.se](mailto:kristina.zdilar@formapg.se)



# MIXIT

**FORMA MAGAZINE'S PORTFOLIO** of channels gives advertisers like you self the means of achieving the maximum possible effect from your campaign. What's important to you? A consistent presence in the target group, maximising the pressure, or combining B2B with consumers to ensure that your products reach the shelves and the consumers? You can amplify and extend your message using a print, online and newsletter combination. Or you want to get in touch personally with the target group.

**The opportunities are endless...**



## We follow up

**TO GET MAXIMUM RETURNS** from your investment, we recommend you follow up your marketing efforts. RAM is a cost-effective tool for obtaining answers to key questions that communicate identification, messages, design and ability to create an image and drive sales.

**We'd be delighted to tell you more!**

# Example...

”This strategy has had an amazing impact on our sales. Sales among Swedes increased by 146% in 2010 and, today, Swedes account for over SEK 22 million in online revenues alone.”

Henrik Høgstrup at Lalandia.

## Grocery stores and supermarkets, all pharmacies and consumers!

In conjunction with its launch of a new blister plaster for sale in supermarkets, Cederroth offered samples of the plaster in all issues of *Icanyheter* to create better distribution and awareness at store level. It advertised in *Hälsa* magazine to reach pharmacies, which are also key retailers, and to communicate with and increase awareness of the brand among consumers.

Find out more at [www.formaeffekt.se](http://www.formaeffekt.se)



**Weekendpaket XL för hela familjen i Lalandia® i Røddby, Danmark**

9 st värda ca 4.044 kr/stuga

Lägg till bud 2.000 kr

**Lalandia**



**Weekendpaket XL för hela familjen i Lalandia® i Billund, Danmark**

8 st värda 5.353 kr/stuga

Lägg till bud 2.700 kr

**Lalandia**



”We are seeing an 85% increase in volume compared to the "old" product and over the same period last year.”

Jens Eriksson, Category Analyst at Cederroth.

## Products for advertising space

A unique advertising solution! The auctions offer advertisers numerous advantages. Lalandia has definitely discovered the benefits of this and uses the auctions as part of its marketing activities and as a creative means of financing.

This is how the auctions work:

1. Advertising space is exchanged for products.
2. The auctions' ads and newsletters give the advertiser multiple exposures.
3. A unique sales channel.
4. Generates a sense of involvement and desire to spend among readers and website visitors.

Find out more at [www.formaeffekt.se](http://www.formaeffekt.se)

# B



## TEAM FORMA

### MEDIA SALES



**Magnus Broberg**  
Media Sales Executive  
08-728 23 13  
magnus.broberg@formapg.se



**Mats Carlsson**  
Media Sales Executive  
08-728 23 36  
mats.carlsson@formapg.se



**Hans Dahlberg**  
Supplements Coordinator  
08-728 23 11  
hans.dahlberg@formapg.se



**Christer Edström**  
Media Sales Executive &  
Advertising Manager  
Icanyheter  
08-728 23 16  
christer.edstrom@formapg.se



**Lotta Fredriksson**  
Key Account Manager  
08-728 24 51  
lotta.fredriksson@formapg.se



**Tina Golub**  
Analyst/Media Sales  
Executive & Advertising  
Manager Hälsa  
08-728 23 56  
tina.golub@formapg.se



**Sara Hellblom**  
Media Sales Executive  
021-475 76 33  
sara.hellblom@formapg.se  
Maternity leave through  
Aug. 2012



**Filippa Helmersson**  
Media Sales Executive  
08-728 23 15  
filippa.helmersson@formapg.se  
Maternity leave from Feb. 2012



**Tomas Karlsson**  
Key Account Manager &  
Advertising Manager Icakuriren  
08-728 23 30  
tomas.karlsson@formapg.se



**Anna-Mari Klaatuneniemi**  
Media Sales Executive &  
Advertising Manager Market  
08-728 23 51  
anna-mari.klaatuneniemi@  
formapg.se



**Mikael Lagerberg**  
Media Sales Executive  
08-728 23 25  
mikael.lagerberg@formapg.se



**Claes Lorentzon**  
Media Sales Executive  
08-728 23 40  
claes.lorentzon@formapg.se



**Kicki Rosén**  
Media Sales Executive &  
Acting Advertising  
Manager LevaPs!  
021-475 77 25  
kicki.rosen@formapg.se



**Carl von Schoting**  
Media Sales Executive  
08-728 23 46  
carl.schoting@formapg.se



**Zandra Sundman**  
Media Sales Classified  
Advertisements  
08-728 23 28  
zandra.sundman@formapg.se



**Ulrika Tidström**  
Analyst  
08-728 23 74  
ulrika.tidstrom@formapg.se



**Janna Wallén**  
Media Sales Executive  
08-728 23 14  
janna.wallén@formapg.se



**Emelie Wiklander**  
Media Sales Classified  
Advertisements  
08-728 23 29  
emelie.wiklander@formapg.se



**Sanna Wijkström**  
Internet Business Manager  
08-728 23 02  
sanna.wijkstrom@formapg.se



**Kristina Zdilar**  
Media Sales Executive &  
Advertising Manager  
Restaurangvärlden  
08-728 24 38  
kristina.zdilar@formapg.se



**Lars Zdilar**  
Media Sales Executive &  
Advertising Manager Hus & Hem  
08-728 23 53  
lars.zdilar@formapg.se



**Betti Gaare**  
Traffic Web  
08-728 24 01  
betti.gaaret@formapg.se



**Kristina Lindström**  
Traffic Print  
021-475 76 96  
kristina.lindstrom@formapg.se



**Ronnie Öberg**  
Traffic Print  
021-475 77 59  
ronnie.oberg@formapg.se

### ADMINISTRATION



**Elis Backström**  
Administrative Manager  
021-475 76 13  
elis.backstrom@formapg.se



**Marika Strömgren**  
Administration Officer Auctions  
021-475 77 41  
marika.stromgren@formapg.se

### MANAGEMENT



**Daniel Livensjö**  
Director of Advertising  
08-728 23 72  
daniel.livensjo@formapg.se

### TRAFFIC



**Betti Gaare**  
Traffic Web  
08-728 24 01  
betti.gaaret@formapg.se



**Kristina Lindström**  
Traffic Print  
021-475 76 96  
kristina.lindstrom@formapg.se



**Ronnie Öberg**  
Traffic Print  
021-475 77 59  
ronnie.oberg@formapg.se

Scan the code and  
download the Price List  
in PDF format.



For regular information about our titles, sites and events.  
Subscribe to our newsletter at [www.formapg.se/formanews](http://www.formapg.se/formanews)



Stockholm: Box 6630, 113 84 Stockholm, Office  
Address: Hälsingegatan 49, Stockholm

Västerås: 721 85 Västerås  
Office Address: Port-Anders Gata, T3, Västerås

Tel. +46 (0)8-728 23 00  
[www.formapg.se/annons](http://www.formapg.se/annons)

In August 2012, the Stockholm and Västerås offices will be moving to new premises at Birger Jarlsgatan 61.