

1. The publication

is posted nationwide as a titled direct mail for a target group consisting of restaurants, lunchrooms, staff restaurants, fast food restaurants, cafes, bars, night clubs, public sector kitchens, hotels, service stations, catering services and the schools and academies of the industry.

2. The e-magazine

will be sent with titles to over 8 000 professionals' email addresses. The e-magazine can be read and subscribed free of charge at the address www.proresto.fi.

3. proresto-magazine

will be distributed at the most important professional industry events. The 2018 event distributions can be seen at the media card.



"proresto-magazine has over 40 000 readers"

Readership survey 2017 HR4 PROMENADE

proresto readership survey

The survey examined the structure and opinions of the magazine's contents and of the visual outlook of its readership.

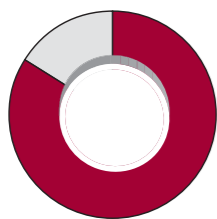
The target group was the HoReCa-professionals receiving proresto -magazine addressed to themselves.

The readership survey was carried out by HR4 PROMENADE.

Additional info regarding the survey gives proresto-magazine's

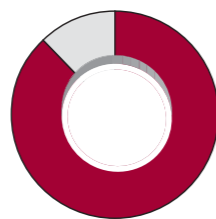
Product Manager Sebastian Berner sebastian.berner@publico.com, tel. +358 44 344 3465.

84%



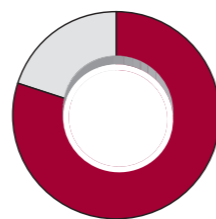
are the sole decision makers or participate at their companies' procurement decisions at their work

88%



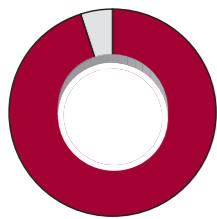
thinks they receive useful information from the PRORESTO magazine

80%



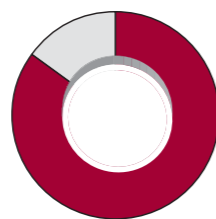
have acquired more information based on an advert or article in the PRORESTO magazine

95%



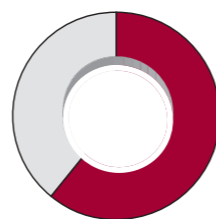
Feel that PRORESTO magazine highlights interesting topics

85%



appreciate the free and openly readable e-magazine

61%



work in companies, which have a turnover of over 1 million euros

PRORESTO MEDIA INFORMATION 2018



"We have received excellent service and the investments we have made have been profitable. Our presence in proresto magazine has been noticed and we have been contacted directly after our ecological workwear was represented in the magazine. We are more than certain to continue our co-operation."

Carita Peltonen, Head of Sales and Marketing, Touchpoint Ltd.

DISTRIBUTION 18 000 COPIES

PRORESTO is a high quality HoReCa industry professional magazine. The publication provides information and displays solutions for developing business and professional know-how.

The total print of the magazine is 10 000 copies and it will also be sent as an e-magazine to over 8 000 professionals. The publication is also readable at the address www.proresto.fi.

We cover the whole HoReCa sector extensively in all the issues of the year.

The themes are:

Groceries & Ingredients – Machines & Devices – Staff & Training – Premises & Furnitures – Sanitation & Hygiene – Entrepreneurship & Business

PRODUCT MANAGER

Sebastian Berner
tel. +358 44 344 3465
sebastian.berner@publico.com

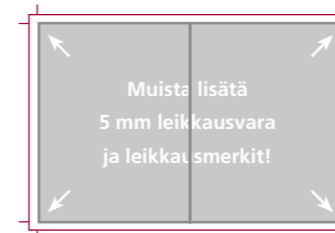
issue	themes	published in
1+2/2018	Gastro Helsinki 2018, Helsinki Coffee Festival, Lautasella 2018	February, week 8
3+4/2018	Heino trade fair, Ateria 18, Fastfood&Café&Ravintola 2018 Tampere	August, week 34



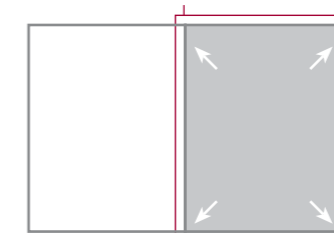
MATERIAL SPECIFICATIONS

aineisto@publico.com

advertisements



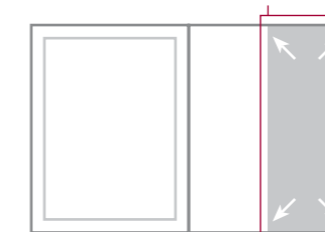
2/1 page 420 x 297 mm
+ 5 mm bleed 3 900 €



1/1 page 210 x 297 mm
+ 5 mm bleed 2 900 €



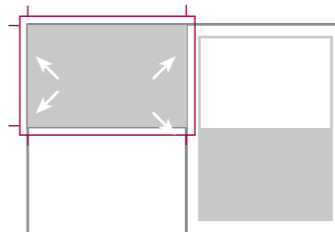
1/1 page 190 x 270 mm 2 900 €



1/2 page vertical 103 x 297 mm
+ 5 mm bleed 2 100 €



1/2 page vertical 90 x 270 mm 2 100 €



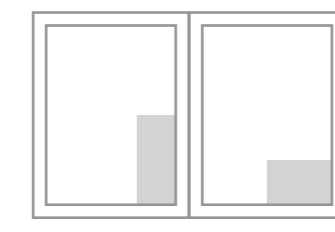
1/2 page horizontal 210 x 148 mm + 5 mm
190 x 135 mm 2 100 €



1/3 page horizontal 190 x 87 mm 1 400 €
1/3 page vertical 58,5 x 270 mm 1 400 €



1/4 page 90 x 135 mm 1 100 €



1/8 page vertical 43 x 135 mm 850 €
1/8 page horizontal 90 x 65 mm 850 €

Fixed position increase in price +1.5%. The prices do not include current VAT rate.

Technical details:

Size of issue: 210 x 297 mm
Place of printing: PunaMusta
Adhesive Binding

Delivery of material:

When sending the notification materials indicate the reference as: proresto, number of magazine, name of company and size of notification.
Through email: aineisto@publico.com

Advertorials:

Text files: Delivered in Word rtf-format.

Word counts:

2/1 pages: 600 words in Finnish
1/1 pages: 400 words in Finnish
1/2 pages: 180 words in Finnish
1/4 pages: 100 words in Finnish

Contact details at the end of the article can only include www-address.

Picture files:

Delivered in electronic format. Photoshop EPS, TIFF or JPEG format, CMYK colours and resolution 300 dpi.

Notifications:

Ready for print Adobe Acrobat PDF or Photoshop EPS, TIFF or JPEG file.
All used pictures and colours have to be in CMYK colours and resolution 300 dpi.

Material Date:

See order confirmation.

Liisa Hyönen
Editorial Coordinator
Phone +358 20 162 2241
aineisto@publico.com

” The story cases in proresto magazine are interesting, up-to-date professional articles, which help to stay on the peak of the developing industry.

Mikko Kivekäs, Account Director, Edupoli

COLUMN/POINT OF VIEW

A point of view written by a professional regarding a theme handled in the magazine or an otherwise topical issue.

Length of text ca. 350 words + short biography of the author, max 30 words.

The picture of the author needs to be of high resolution, min. 300 dpi.

Price: 2 900 €



ADVERTORIALS

An advertorial explains more extensively about a product, service or a company. It is an editorially made notice aimed at your target group, with which you can tell more.

Link a video with the advertorial.

1/1 page ca. 400 words

2/1 pages ca. 600 words

Price: 1/1 pages 2 900 €, written by editor 3 300 €

2/1 pages 3 900 €, written by editor 4 500 €



UUTISPUUROA – TOPICAL-PART

In the column our partners report on their activities.

Inform of new products, services and other current issues of your company.

Length of text ca. 150 words + pictures.

Length of text ca. 300 words + pictures

Price: 1/2 pages 850 €, written by editor 1 200 €

1/1 pages 1 400 €, written by editor 1 800 €

