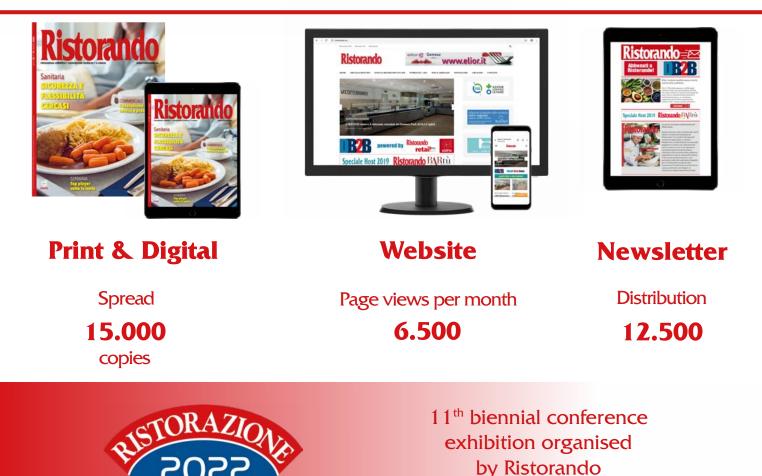


MEDIA KIT 2021

A go-to magazine for the modern foodservice industry for 26 years now, Ristorando is organised in multiple areas: collective foodservice (corporate, schools, healthcare facilities) and modern commercial foodservice (motorways, airports, railways, hotels and hotel chains). Each issue provides a careful analysis of market trends and the current regulatory framework, as well as constant updates on contracts, tenders and new openings. This formula made Ristorando a useful tool to keep industry operators up to date, as well as a strategic meeting point between supply and demand.





Edifis S.r.I. Viale Coni Zugna, 71 20144 Milano - Italy Tel. ++39 02 3451230 Fax ++39 02 3451231 www.edifis.it dircom@edifis.it Host 2021 The insert dedicated to foodservice equipment



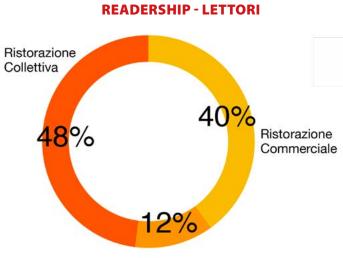
CIRCULATION AND DISTRIBUTION Print run

CINCOLATION AND DISTINDUTION	
Print run	15.000
Managers of collective foodservice companies:	2.900
Heads of school canteen services:	1.950
Hospitals, nursing homes, local health	
organisations, retirement homes:	1.300
Buyers from companies with canteen services:	1.700
Managers of commercial foodservice companies:	2.350
Food suppliers:	1.100
Equipment suppliers:	850
Hotels and hotel chains:	300
Various industry suppliers:	1.100
Trade fairs and various events:	830
Organisations, institutions, libraries:	350
Communication and advertising agencies:	270

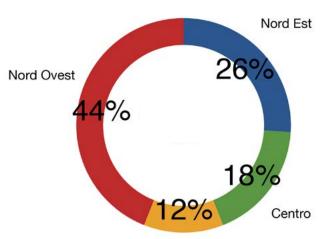


ISSUE DATES	ISSUE	ADVERTISING DEADLINES
January - February	1 st week of February	14 January
March	1 st week of March	11 February
April	1 st week of April	11 March
Мау	1 st week of May	14 April
June	1 st week of June	11 May
July/August	1 st week of July	10 June
September	1 st week of September	9 July
October	1 st week of October	9 September
November	1 st week of November	12 October
December	1 st week of December	11 November





READERSHIP - GEO



Sud e Isole

OTHER	12 %
Trade shows and events	5 %
PR agencies	2 %
Institutions, Libraries and Hotel Chains	5 %

Altri	
COLLECTIVE FOODSERVICE	48 %
SRC Manager	20 %
School canteen service managers	12 %
Buyers from companies with canteen services	9 %
Bursars and supervisors	7 %
COMMERCIAL FOODSERVICE	40 %
Foodservice Manager	19%
Food and equipment suppliers	21 %

TOPICS

EDITORIAL CALENDAR

Regular columns

- News from around the world
- Economy and markets
- Laws and regulations: ask the expert

• Tenders and contracts: insights on what's new industry specifications and standards

• Food law

• Modern foodservice: monitoring new contracts

- Organic products: the price list
- Food & Beverage: new products
- Equipment: new products

JANUARY/FEBRUARY

- Collective catering: analysis of a company in this business
- Interview President of FIPE
- Equipment: businesses under the microscope

MARCH

- Foodservice: Analysis of a foreign market
- Focus: catering on the motorway
- Less costs more efficiency: optimising menus

APRIL

• Commercial catering:

analysis of a company in this business

- Ghost kitchen and virtual signs: what lies in the future?
- Chicken-based catering
- Healthy & Vegan themed catering

MAY

- Collective catering: analysis of a company in this business
- Interview President ANGEM

CONFERENCE ACTIVITIES

• The coffee shop chains

JUNE

- Restaurants: real estate management
- Hamburger catering
- Focus: corporate catering
- Home delivery special
- Analysis of a foreign market Collective: Food academies
- and R&D centres a comparison

JULY/AUGUST

- Commercial catering: analysis of a company in this business
- Ristorando convention: Catering 2021 special
- Analysis: The meal vouchers market
- Focus: SRC and Facility Management

SEPTEMBER

- Special: airport catering
- Out-of-home catering: trends and new consumer habits
- Franchising & catering

OCTOBER

- Special: catering in railway stations
- Special Host: previews
- Focus: school catering
- Collective: platforms as centralised logistic assets

NOVEMBER

- Focus: health-care catering Catering in shopping malls
- Special Host: seen at the fair
- Pizza-themed catering

DECEMBER

- Collective catering: analysis of a company in this business
- Analysis of the Vending market
- analysis of a company in this business



Milano al Centro Convegni "Le Stelline" C.so Magenta, 61

For information and sponsorship: pubblicita@edifis.it



Special Host

At the world exhibition dedicated to the catering and hospitality sector 2021 **Ristorando proposes** an important commercial showcase addressed to all the exhibitor companies.

The offer includes: double page on Ristorando, Special Host insert, and link in the newsletter for 4,000 €





Watch the video of the last edition

Ristorando regularly promotes and organises meetings and conferences on current topics regarding the modern foodservice industry.

Join us at the eleventh edition of our conference exhibition in 2022.

• Commercial catering:

ADV & WEB

RISTORANDO PRICE LIST	
Full page	2.500€
Double page	4.600€
Advertorial (Double page)	4.600€
1/2 page	1.500€
ll° cover	3.500€
Ill° cover	3.000€
IV° cover	4.000€
Position opposite to summary	3.000€

Cover position and special units: +20% Quotation on request for insertions, sampling and special sizes

TECHNICAL SPECIFICATIONS

Required material: PDF ad high resolution (300 dpi) optimised for CMYK printing, plus 4 mm bleed per side and crop marks. Supports: CD + colour test





THE RISTORANDO CLUB

Ristorando provides advertisers with a special column where companies are listed as "selected by Ristorando" and divided by product category.

Advertiser logos and reference data will appear in the magazine and online on ristorando.eu. From there, visitors can access the advertiser's site (if any) by simply clicking a link.



















Double page

Basic format page 205x250 mm

1/2 vertical 100x250 mm

205x125 mm





NEWSLETTER





Elior: la dieta mediterranea trionfa lla collettiva nne e il 65% degi e salute: è il dato che eme rea commissionata da Elio a da Ixè su un campione entativo della popolazione Per il quale, questo binom

CONTINUA |->

Banner 700 x 120



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TARIFFE NEWSLETTER	
Banner (250x120)	300€
Banner (700x120)	600€
More than 12,500 contacts per newslet (average in December 2020) Minimum 4 newsletters/month: • 1 issue € 300 (250x120) • 5 issues € 1.200 (250x120) • 10 issues € 2.000 (250x120) Minimum banner size (gif/jpg 72 dpi) DEM Quotation on request	ter
WEBSITE PRICE LIST	
Full banner (728x90)	1.000€
Rectangle Top (280x100)	600€
Wide Skyscraper (280x600)	900€

E Rectangle (280x100) 450€ Leaderboard (728x90) 500€ Your purchase entitles you to 1 month of visibility on the home page and on all the pages of the website

in the same position. Technical specifications: JPG or GIF files (simple or animated) + web link

For information: dircom@edifis.it