



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.

www.ristorando.eu



Print & Digital

Spread

15.000
copies



Website

Page views per month

6.500



Newsletter

Distribution

12.500



11th biennial conference
exhibition organised
by Ristorando



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Host 2021
The insert dedicated
to foodservice
equipment



CIRCULATION AND DISTRIBUTION

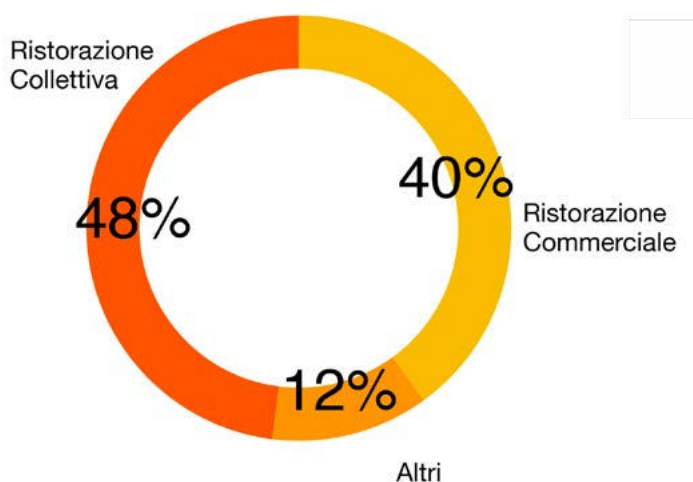
Print run	15.000
Managers of collective foodservice companies:	2.900
Heads of school canteen services:	1.950
Hospitals, nursing homes, local health organisations, retirement homes:	1.300
Buyers from companies with canteen services:	1.700
Managers of commercial foodservice companies:	2.350
Food suppliers:	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
May	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



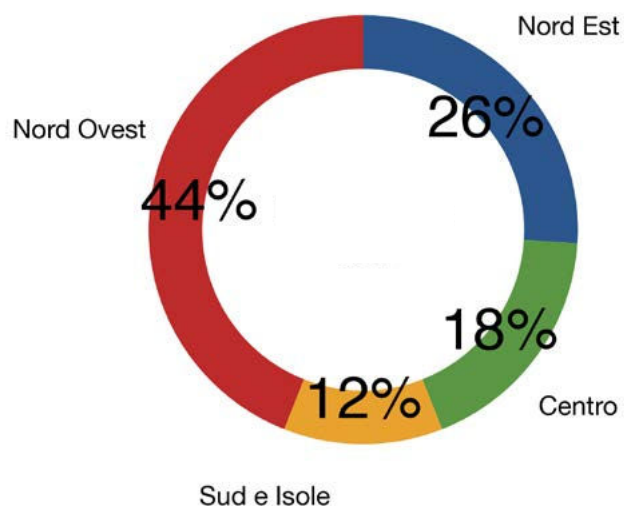
READERSHIP - LETTORI



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 %

READERSHIP - GEO



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

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
- 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
- Commercial catering: analysis of a company in this business



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 €



CONFERENCE ACTIVITIES

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.



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

**For information and sponsorship:
publicita@edifis.it**



Watch the video of the last edition

ADV & WEB

RISTORANDO PRICE LIST	
Full page	2.500 €
Double page	4.600 €
Advertorial (Double page)	4.600 €
1/2 page	1.500 €
II° cover	3.500 €
III° 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.



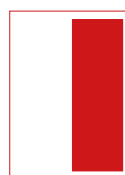
Full page
235x295 mm



Double page
470x295 mm



Basic format page
205x250 mm



1/2 vertical
100x250 mm



1/2 horizontal
205x125 mm

NEWSLETTER



Banner
250 x 120

Banner
250 x 120



Eilor: la dieta mediterranea trionfa anche nella collettiva
Per il 71% delle donne e il 65% degli uomini esiste una correlazione stretta tra cibo e salute: è il dato che emerge da una ricerca commissionata da Eilor e realizzata da Ixè su un campione rappresentativo della popolazione italiana. Per il quale, questo binomio...

[CONTINUA](#) →

Banner 700 x 120



In arrivo il numero di Novembre di Ristorando
Sta per arrivare sulle scrivanie dei nostri lettori, il numero di novembre di Ristorando. Fra i molti e interessanti contenuti segnaliamo, in ambito foodservice, un bell'articolo sul mercato spagnolo e un focus sui ristoranti che hanno scelto la uova come elemento caratterizzante la propria offerta ristorativa. Sul versante della collettiva, segnaliamo un focus sulle performance di Serenissima Ristorazione e una puntuale analisi del capitolato d'appalto per la ristorazione scolastica del Comune di Firenze finito al centro di un acceso confronto con Angem. In chiusura un ampio resoconto su Host.

TARIFE NEWSLETTER

Banner (250x120)	300 €
Banner (700x120)	600 €

More than 12,500 contacts per newsletter (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

WEBSITE PRICE LIST

Full banner (728x90)	1.000 €
Rectangle Top (280x100)	600 €
Wide Skyscraper (280x600)	900 €
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

SITO

Full banner

HOME
RISTORAZIONE 2018
ABBONAMENTI
PUBBLICITÀ / ADV
NEWSLETTER
CHI SIAMO
CONTATTI

Leaderboard

Rectangle

Rectangle

Leaderboard

Rectangle Top

Wide Skyscraper

Rectangle

Rectangle

Rectangle

Rectangle