RISTOTANTO MEDIA KIT 2024



A go-to magazine for the modern foodservice industry for 29 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.



Print & Digital

Distribution

15.000

copies



Website

Page views per month

6.500



Newsletter

Spread

12.500

www.ristorando.eu



Edifis S.r.l.

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Registrazione Tribunale di Milano N° 156 del 11/03/1996 Iscrizione Registro Operatori della Comunicazione N° 06090

The Restaurant Conference Twelfth edition!





12-13 june 2024

Centro Congressi Mi.Co. Via Gattamelata, 5 - Milano

INFO

CIRCULATION AND DISTRIBUTION

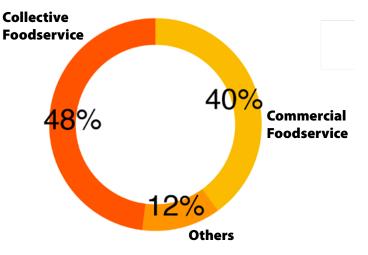
CIRCULATION AND DISTRIBUTION	
Print run	15.000
Managers of collective foodservice companies:	2.900
Heads of school canteen services:	1.950
Hospitals, nursing homes, local health	
organisations, retirement homes:	1.300
Buyers from companies with canteen services:	1.700
Managers of commercial foodservice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



DATE DI USCITA	USCITA	DEADLINE PUBBLICITÀ
January - February	1st week of February	12 January
March	1st week of March	12 February
April	1 st week of April	10 March
May	1 st week of May	15 April
June	1st week of June	13 May
July/August	1 st week of July	14 June
September	1 st week of September	15 July
October	1 st week of October	13 September
November	1 st week of November	14 October
December	1 st week of December	15 Novembre



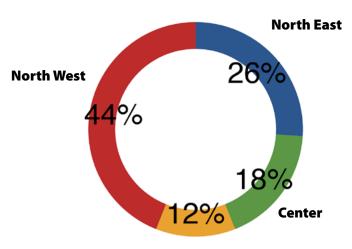
READERSHIP - LETTORI



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



South and Islands

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

EDITORIAL PLAN

JANUARY/FEBRUARY

- Focus: food service and environmental sustainability
- Collective catering: analysis of a company in the industry
- Work organization in commercial catering
- Out-of-home: beer chains

MARCH

- Foodservice: analysis of a foreign market
- App & Digital in the foodservice world
- Catering on streets and highways
- The work of the trade associations: Angem

APRIL

- Collective catering: analysis of a company in the industry
- Out-of-home: chicken-themed catering
- Special feature: Home delivery
- Equipment: kitchen washing equipment
- The work of the trade associations: Fipe

MAY

- The work of the trade associations: Anir
- Collective catering: analysis of a company in the industry
- Out-of-home: coffee chains
- Foodservice: analysis of a foreign market
- Pasta & rice in food service

JUNE

(extra issue distributed at the conference Dire Fare Mangiare Ristorazione 2024)

- Focus: Corporate catering
- Staff training in collective catering
- Equipment: ovens, trends and news
- Out-of-home: trends and new consumption habits

JULY/AUGUST

- Out-of-home: Yoghurt and ice-cream chains
- Focus: welfare solutions
- Foodservice: analysis of a foreign market
- Special feature: cleaning and disinfecting
- Special convegno Dire Fare Mangiare Ristorazione 2024

SEPTEMBER

- Catering in the travel industry
- Franchising & Catering
- Focus: SRC and Facility and Management
- The work of the trade associations: Aigrim

OCTOBER

- Focus: School catering
- Out-of-home: Healthy & Vegan catering
- Staff training in commercial catering
- Focus: packaging

NOVEMBER

- Out-of-home: wine-themed catering
- Flours in commercial catering
- Equipment: fridges and blast chillers

DECEMBER

- Collective catering: analysis of a company in the industry
- Focus: the vending market
- Out-of-home: trends and new consumption habits



THE REGULAR COLUMNS

- News from the world
- Economy and markets
- Laws and regulations:
 meet the expert
- Bids and tenders: analysis of the sector regulatory news and specifications
- Food law
- Modern catering: monitoring of new contracts
- Organic products: the price list
- Food & Beverage: product news
- Equipment: product news

CONFERENCE ACTIVITIES

Ristorando periodically promotes and organizes meetings and conferences on current topics of modern catering. The 12th edition of our exhibition/conference will be held in 2024.

Milano Centro Congressi Mi.Co.

Via Gattamelata, 5 - Milan



Ristorando



Twelfth 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

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.



WEBINAR

Ristorando organizes a series of free webinars on current topics.

Proposed and developed by a panel of authoritative speakers and addressed to professionals in the modern commercial and collective catering sector

In the past we have dealt with:

New Procurement Code

490 spectators

Minimum Environmental Criteria (CAM)

320 spectators

Qualitative and evaluation criteria in tenders (collective catering)

495 spectators

Organizational and economic set ups in school catering

280 spectators

How plastic-free changes catering

370 spectators

info sponsorship: pubblicita@edifis.it

SITO



Full page 235x295 mm



Double page 470x295 mm



Basic format page 205x250 mm



1/2 vertical 100x250 mm



1/2 horizontal 205x125 mm

NEWSLETTER

Ristorando = E

Banner 250 x 120 Banner 250 x 120



Elior: 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 Elior e realizzata da Ixè su un campione rappresentativo della popolazione tilaliana. Per il quale, questo binomina.

CONTINUA

Banner 700 x 120



n arrivo il numero di Novembre di Ristorando

Sta per arrivare sulle scrivanie dei nostri lettori. Il numero di novembre di Stisorando. Fra i molti e interessanti contenuti segnalismo, in ambito noderevizi per la riscotare di contenuti segnalismo, in ambito noderevice un bell'articolo sul mercato spagnolo e un focus sul ristoranti che hamos sociolo te uova come elemento caratterizzante la propria offerta riscorativa. Sul everante della collettiva, segnaliamo un focus sulle performance di Serenissima Ristorazione e una puntuale avallati del capitolatio fripppalito per la ristoraziona del riscorazione di contro di un acceso confronto con Angem. In chiasura un ambio resconto su i fost.

PRICE 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)

DEMQuotation 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



Leaderboard