

Ristorando 2026 Media Kit & Editorial Plan

Editorial Mission

For **thirty years**, Ristorando has informed, analyzed and connected the key players of Italy's modern organized foodservice – both collective and commercial – with an authoritative yet pragmatic outlook. Today, Ristorando is more than a magazine: **it is a multi-channel ecosystem of content and relationships**.

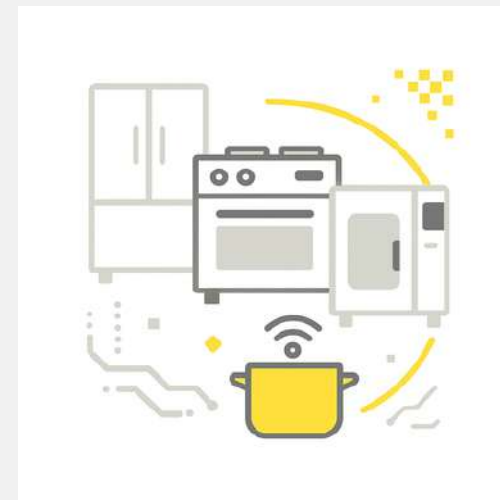
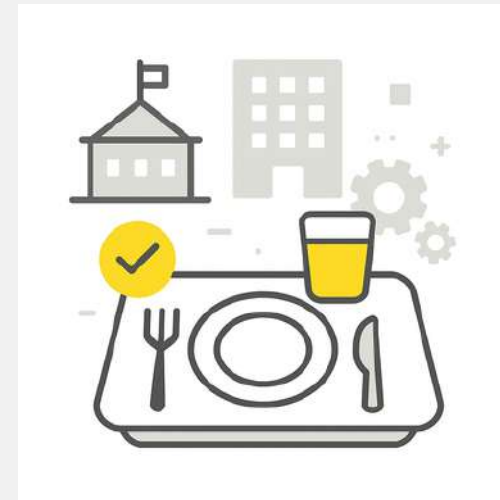
Alongside the print and digital editions, the brand reaches its audience through a dedicated website, a weekly newsletter, and an active presence on LinkedIn.

Its editorial mission is complemented by a solid event portfolio – from **Dire Fare Mangiare, the benchmark conference for collective catering, to Foodservice Award Italy + Foodservice Summit and Industry Chain Circle**.

What began as a magazine is now **an integrated brand system**, where every asset – editorial, digital and experiential – generates value and strengthens connections across the foodservice industry.



Guidelines – 2026 Editorial Plan



The 2026 editorial calendar will follow **four permanent thematic pillars**:

Market & Trends – interpreting the evolving dynamics of the foodservice industry.

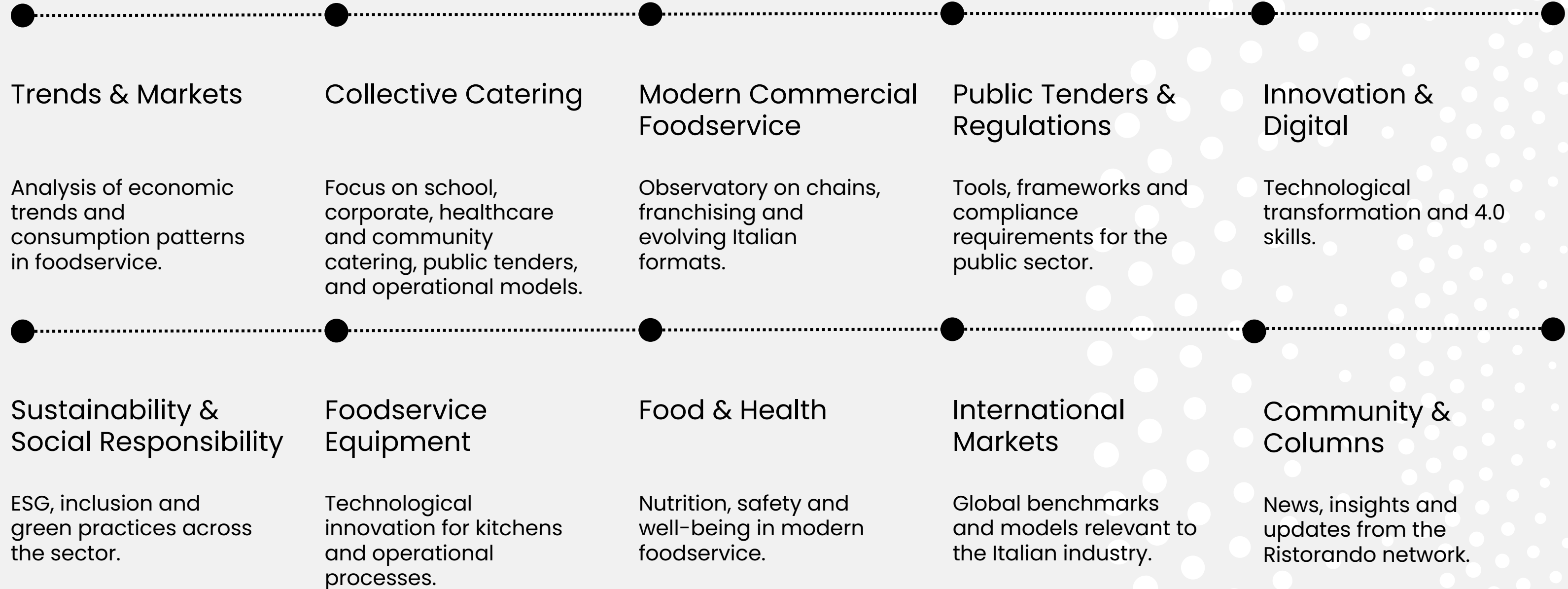
Collective Catering – covering models, public tenders, innovation, and quality standards.

Modern Commercial Foodservice – monitoring Italian and international chains across key segments such as burgers, chicken, pizza, poke, piadine, toast, and more.

Equipment & Technology – exploring the value of innovation for central kitchens and chain-restaurant operations.

Each issue will be complemented by regular columns, regulatory updates, vertical insights, and special features developed in collaboration with partner companies.

Our Editorial Areas



Fixed Columns

Organic Products:
updated price trends

Ristorando F&B / Equipment
product innovation showcases

Ristorando Club
the professional community
(sponsored section)



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Key Themes 2026



1

January | February

Market & Trends:
Evolution of formats and consumer habits
Collective: **cuochi d'Italia**
Commercial:
Piadina & toast chains
Equipment & Technology:
Global equipment market

2

March

Market & Trends:
International benchmarks
Collective:
Special diets and short supply chains
Commercial:
Italian formats on the rise
Equipment & Technology:
Combi ovens

3

April

Market & Trends: Evolution of formats and consumer behavior
Collective:
Corporate catering focus
Commercial:
Travel & mall foodservice
Equipment & Technology:
Management software and ordering systems

4

May

Market & Trends:
International benchmarks
Collective:
Food education in schools
Commercial:
Leading pizza chains
Equipment & Technology:
Refrigeration

5

June | July

Market & Trends:
Global formats & best practices
Collective:
Healthcare & socio-sanitary catering
Commercial:
Inclusion & training
Equipment & Technology:
Warewashing

6

August | September

Market & Trends: Evolution of formats
Collective:
School catering
Commercial:
Hamburger chains
Equipment & Technology:
Artificial intelligence & blockchain

7

October

Market & Trends:
International benchmarks
Collective:
ESG & sustainability reporting
Commercial:
Franchising, fast casual & QSR
Equipment & Technology:
Energy efficiency

8

November | December

Market & Trends:
International benchmarks
Collective:
Corporate welfare & flexible catering
Commercial:
New consumption trends
Equipment & Technology:
Training & 4.0 skills

Period	Release	Deadline ADV
January February	1 ^a sett. February	Jan 26, 2026
March	1 ^a sett. March	Feb 13, 2026
April	1 ^a sett. April	Mar 16, 2026
May	1 ^a sett. May	Apr 16, 2026
June July	1 ^a sett. July	Jun 10, 2026
August September	1 ^a sett. Sept.	Jul 15, 2026
October	1 ^a sett. October	Sep 9, 2026
November December	1 ^a sett. December	Nov 13, 2026

New 2026 Column

Cuochi d'Italia tells the stories of the people at the heart of collective catering: real professionals, everyday experiences and best practices from those who feed schools, companies and communities with passion and expertise.

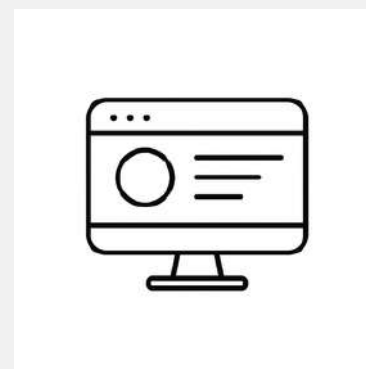


Ristorando: The Community in Numbers



15K

Print & Digital
(Print Run)



90K

Website
(Annual Page views)



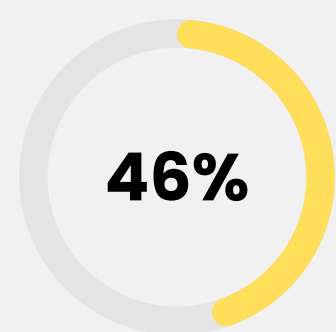
9K

Newsletter
(Subscribers)

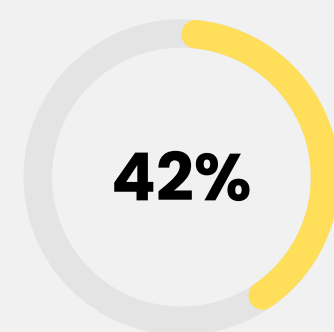
Overall Audience Profile

- Professionals with mid-to-senior roles and decision-making responsibilities in purchasing, operations, quality control, development and communication.
- Workplace: catering companies, public institutions, foodservice chains, F&B and equipment producers, consulting firms.
- Information needs: regulations, tenders, market trends, technical innovation, business opportunities.

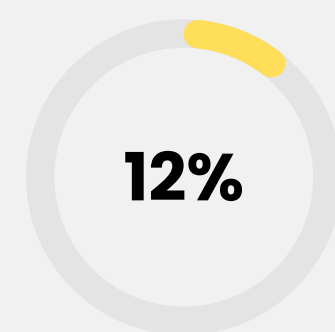
Readership



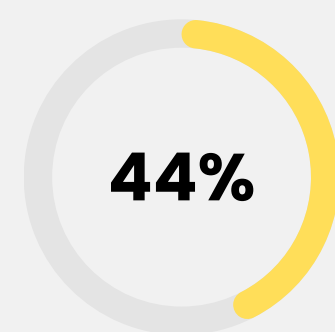
Collective



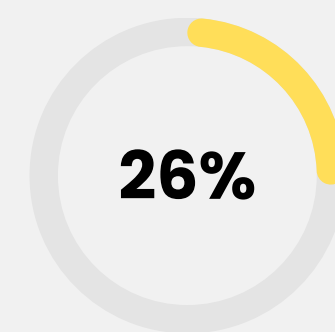
Commercial



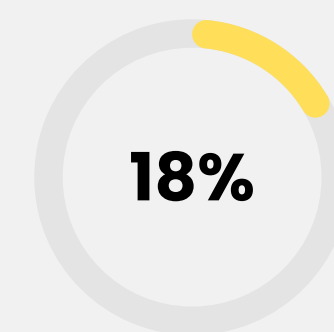
Other sector



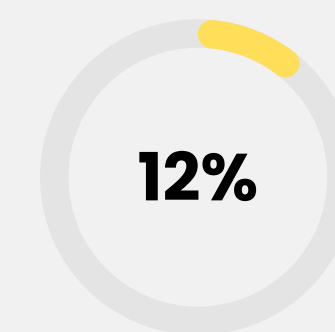
North-West



North-East



Centre



South & Islands



Ristorando - events

Dire Fare Mangiare (DFM)

Since 2000, Ristorando has hosted a major **biennial event dedicated to the collective catering industry**. **Two days** of conferences, round tables and networking, bringing together sponsors, companies, institutions and professionals to discuss the major challenges shaping the sector. A true hub for dialogue and relationships, enriched by **an exclusive Gala Dinner**.

Formula

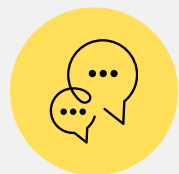
(2 days • 15 sessions • 100 speakers • 1,500 attendees
• sponsor area • Gala Dinner by invitation)



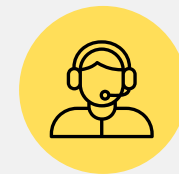
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Why Invest in Ristorando



- **Qualified B2B Audience:** Decision-makers, buyers, purchasing directors, managers, institutions and associations.



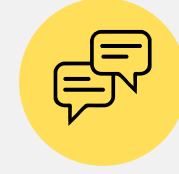
- **Multi-channel Reach:** Print magazine, website, newsletter, social media, webinars and events.



- **Historical Credibility:** Thirty years of editorial leadership, supported by top foodservice events.



- **Customizable Visibility:** Columns, thematic dossiers, special supplements, multimedia content.



- **Real Networking:** Major events — Dire Fare Mangiare, Foodservice Award + Summit, Industry Chain Circle — unite the entire supply chain to create new business opportunities.



EDIFIS

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Ristorando

Price list ADV & WEB

Business contacts: dircom@edifis.it - pubblicita@edifis.it

Print Rates **1**

Formats	Pricing (€)
Full Page	2,700
Double Page	4,950
Double-page Advertorial	4,950
Half Page	1,600
Inside Front Cover	3,850
Inside Back Cover	3,300
Back Cover	4,400
Opening Spread	3,300
Premium placement	20%
Special formats / inserts	On request

Formats	Dimensions (mm)
Pagina intera	235x295
Doppia Pagina	470x295
Pag. in gabbia	205x250
½ Pag verticale	100x250
½ Pag orizzontale	205x125

Web Rates **2**

Formats	Dimensions(px)	Pricing (€)
Full Banner Top	728x90	1,100
Full Banner	728x90	1,100
Rectangle Top	280x100	660
Wide Skyscraper	280x600	990
Banner	280x250	800
Rectangle	280x100	500
Leaderboard	728x90	550

Newsletter Rates **3**

Formats	Dimensions (px)	1 Send (€)	5 Sends (€)	10 Sends (€)
Banner	250x120	350	1,350	2,200
Strip banner	700x120	660	-	-
Dedicated DEM	-	Price on request	-	-

Il Club di Ristorando

Ristorando Club is a curated directory – in print and online – featuring the most relevant companies in collective and commercial foodservice.

Organized by category (services, products, technologies, solutions), the Club offers the market a clear and up-to-date overview of key players. Each member is presented with a dedicated profile featuring logo, contacts and sector category.

Annual presence: €1,650

- 1** Technical specifications: high-resolution PDF (300 dpi, CMYK, 4 mm bleed, registration marks)
- 2** 1 month of visibility on the home page and across all site sections. File format: JPG / GIF (including animated) + link
- 3** Average contacts: over 9,000 per send (October 2025). Frequency: at least 4 sends/month



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Thanks!

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MATCHING F&B
LEADERS



**INDUSTRY
CHAIN**
Circle



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