



HORECA

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Horeca is THE magazine dedicated to this rapidly accelerating sector within the Hospitality industry.

The publication presents a fresh, authoritative look at the industry through topical features, operator interviews, case studies and exclusive regular opinions from leading figures. Horeca Magazine is a great read and an incredibly useful resource for all professionals involved in the hospitality market.

Key decision makers are able to keep ahead of the curve with dynamic editorial covering the latest product innovations, technology and food and beverage trends. Horeca Magazine is the essential resource for those wanting to thrive in this lucrative market.

The Magazine

With a team of experienced journalists, Horeca provides a high quality read for professionals in the hospitality industry. Deploying clear and expressive production values, Horeca covers all angles in the hospitality industry from interviews and new products to project reports and features.

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Consistent Growth. Growing Opportunity.

Capitlise on the Market Opportunity

The Horeca industry is projected to surpass its sales in 2019, reflecting a strong and consistent market. Not only has the industry posted eight straight years of growth and projected to grow again in 2019, but it has consistently outperformed other sectors in any economy in most countries. The stability of the market makes an ideal climate for growth and innovation. More foodservice companies than ever are searching for partners for product innovation, new integrated technology, targeted marketing, more efficient equipment and sustainable ingredients. Over 3.2 million foodservice business and locations are purchasing more than 500 billion in food and beverage products. Research shows that decisions are made across all level of an organization including Operations, Marketing, Purchasing, Culinary and the Owner/President/Director-level. Our print magazine is the only publication to cover all these levels in its distribution network.



Print Circulation and Readership

The readership database for Horeca Malta is estimated at 27,820 and has been carefully created to ensure the publication is in front of key decision-makers from a broad spectrum of professionals working across the hospitality and business industry.

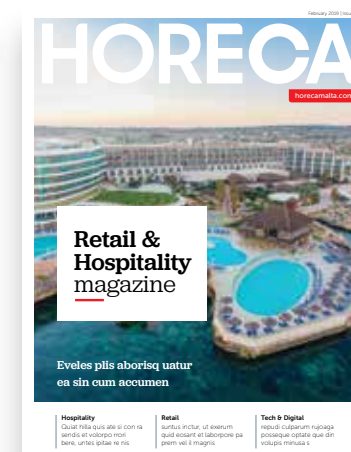
Significant investment is made in developing and maintaining up-to-date, highly-targeted readership data.

Published bi-quarterly, the 9,500 circulation of Horeca Magazine comprises all those involved in the management, purchasing, culinary, design, creation and management of hospitality interiors facilities.

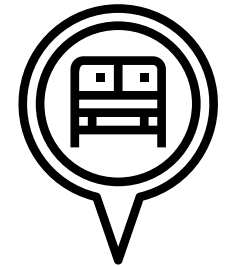
READERSHIP
27,820

4
ISSUES PER YEAR

CIRCULATION
9,500



Our Distribution - Who We Reach



Exclusively Selected AND Hand Delivered to

- Ⓞ Top local chefs
- Ⓞ Top restaurants owners and directors
- Ⓞ Top purchasing managers
- Ⓞ Top general managers
- Ⓞ Food and beverage managers, executives and directors

Key Establishments Covered by Horeca

- Ⓞ Wine Bars
- Ⓞ Clubs & Lounges
- Ⓞ Restaurants
- Ⓞ Pizzerias
- Ⓞ Bistros
- Ⓞ Fast Food Outlets
- Ⓞ Hotels
- Ⓞ Boutiques
- Ⓞ Resorts
- Ⓞ Accommodation
- Ⓞ Supermarkets
- Ⓞ Confectioneries
- Ⓞ Food Stores
- Ⓞ Food Trucks
- Ⓞ Deli & Gourmet Shops
- Ⓞ Bakeries
- Ⓞ Green Shops
- Ⓞ Butchers
- Ⓞ Wines & Spirits Shops

B2B Coverage

- Ⓞ Hand delivered to local top entrepreneurs and directors
- Ⓞ Hand delivered to company executives
- Ⓞ Direct MAIL to leading businesses including retail, offices and gaming.
- Ⓞ Other distribution network and exposure
- Ⓞ Waiting areas such as banks and clinics, Government departments, ministries and Office of the Prime Minister
- Ⓞ MTA offices
- Ⓞ MHRA offices
- Ⓞ ITS Malta
- Ⓞ Culinary Malta



FRONT COVER

Trim Size: 195 x 226mm

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INSIDE FRONT / INSIDE BACK COVER (DOUBLE SPREAD)

Trim Size: 420 x 270mm + 5mm bleed

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DOUBLE PAGE SPREAD

Trim Size: 420 x 270mm + 5mm bleed

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FULL PAGE

Trim Size: 210 x 270mm
+ 5mm bleed

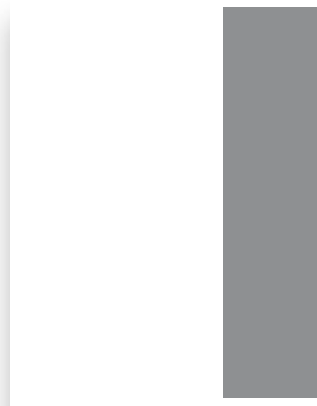
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HALF PAGE

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no bleed

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VERTICAL PAGE

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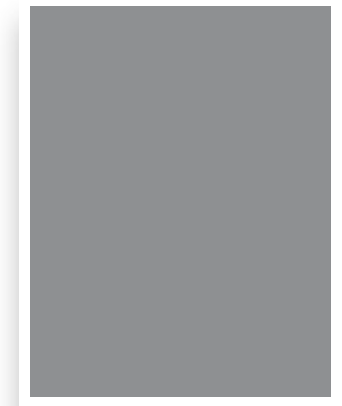
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BACK COVER

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Rates

Print Advertising

Sponsored Content Interview

2 pages **Contact us for Rates**

3 pages **Contact us for Rates**

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Looking to promote your company's newest initiatives with compelling content that appeals to today's executives? Interested in telling your own story, your own way? Topics that can be featured within this format:

- Profiles of your company and/or executives.
- Q/A 's with company executives on important issues.
- Product innovations.
- Market challenges and solutions.



Sponsorship Package Deal

Logo on front cover, double page spread, 2 full page advert content, Social media exposure + free battlefield teambuilding event (laser tag or paintball) for 10 persons. **Contact us for Rates**

Package Deal

Rates

Print Advertising

Inserts / Outserts

Up to A4 in size, less than 10g.

Contact us for Rates.

Front Cover Wraps

Front covers are the ultimate way to reach our 27,000 readership, and many more, with attention grabbing, high-impact visuals that are the focal point of the entire magazine. **Due to this, they are in high demand – so book yours to avoid early disappointment.**

Classifieds

Want to put your business products and services in front of thousands of qualified people, in a cost-effective manner? Then Horeca Magazine Classifieds section is for you. **Contact our Sales team for more information on 99427874.**



Rates

Digital Advertising

Customize your Message. Reach our Audience.

CUSTOM newsletters promos - E-mail remains one of the most effective methods for targeting and reaching potential customers with specific and detailed messaging.

This is a high-impact method for reaching audiences when required. Supply your own finished HTML (with hosted images, and with a plain text file version) or request a bespoke solution from our designers. In all cases, include a subject line title. The completed e-shot can be sent to our opt in Horeca reader or supplier databases.

Contact our Sales team for more information on 99427874.

YOUR ADVERT

If you can't see this email? [View it in your browser.](#)

HORECA

January 3rd, 2017

The Stable arrives in Exeter's historic Guildhall

Pizza, pie and cider restaurant, The Stable, has arrived in Exeter's historic Guildhall, with a stylish interior conceived by Bristol-based design firm, Studio B.

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Latest News



Lorem ipsum text

Unknown printer took a galley of type and scrambled it to make a type specimen book.

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Lorem ipsum text

Unknown printer took a galley of type and scrambled it to make a type specimen book.

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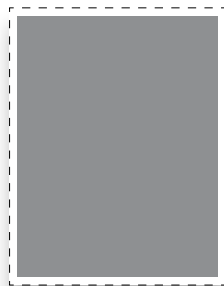
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Production Requirements



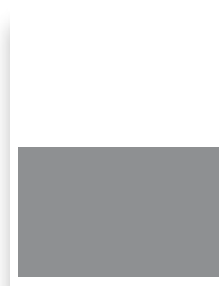
FRONT COVER

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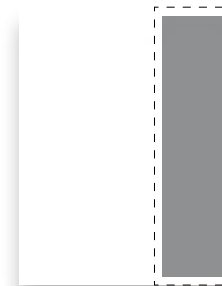
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+ 5mm bleed



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INSIDE FRONT COVER (DOUBLE SPREAD)

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Preferred File Type

Adobe Acrobat® PDF prepared at print resolution output with fonts embedded. All PDF files should be accompanied by a matchprint proof. For other file type submissions, please contact your account executive for alternate file type options.

Unacceptable File Types

Native files in **Microsoft PowerPoint, Microsoft Publisher, or Word Perfect format** cannot be accepted at this time. Microsoft Word documents may be submitted as a source of text content for an ad, but not as a format for a final file. Website

images and logos are low-resolution and not acceptable. Color Modes and Trapping: Prepare all finished color content in CMYK mode. RGB and Lab colors are not accepted. Pantone (PMS) or other spot colors must be converted to CMYK. Trapping is the responsibility of the advertising agency or designer.

Graphics/Images Resolution

Supply images in one of these formats: **TIFF, EPS or JPEG, minimum 300 ppi** (pixels per inch). Image size must be 100% of the size it will print. Enlarging images may result in a loss of quality.

Delivery Methods

email studio@horecamalta.com.mt

Ads requiring custom design work are subject to an additional fee.

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PUBLISHED BY

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