

Multichannel

Premium package for alcohol

MEDIA CARD 2024

INTERESTING CONTENT ABOUT DRINKS

The premium package for alcohol offers suppliers multichannel visibility through Kespro's channels. You get effective visibility for your product or product family with just the right target group.

Package content

- Participation in all Kespro trade fairs.
- An advertising content slot (advertorial) in the Menu magazine (about 1/6 of a page).
- An article produced by the partner on the Kespro.com website.
- One (the same) commercial publication on Kespro's Facebook and Instagram channels.
- One content or video slot and four product highlights with pictures in Kespro's Juomatukku (Beverage Wholesale) newsletter. The product highlights are divided in two newsletter issues.
- Product highlights on the Kespronet order channel. Two product highlights for four weeks in the Kespronet alcohol product carousel.
- Advertisement (1/1) in the Alcoholic Beverages Price List, four product highlights with pictures in the Alcoholic Beverages Price List and an advertisement as part of the Cocktail Tip content section in the Alcoholic Beverages Price List.

Bookings

Make a booking with Kespro's product manager (firstname.lastname@kesko.fi).

1. Always agree first with Kespro's product manager about the product and message that you want to appear in the package. The Premium package is always agreed with Kespro's product manager and designed together with Kespro's marketing team.
2. After a measure and its timing have been agreed, send the information about the product or content to Kespro's product manager and content creator.

Articles and other content should communicate high quality and expertise to our customers. Kespro reserves the right not to publish any articles that do not conform with our operations and values. PLEASE NOTE: Materials, pictures and any product information for an article must be submitted according to the instructions and on schedule. Any late materials will not be accepted. Agreed but unrealised marketing measures will be charged according to the agreement.



Material instructions

See the material instructions for the package on the following media cards:

- Menu magazine media card
- Media card for Kespro.com articles
- Kespronet media card
- Alcoholic Beverages Price List media card

Contact details for any additional questions

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