

# Fresh Produce newsletter

## MEDIA CARD 2025

### Visibility for a topical product or content in the Tuorevalikoima (Fresh Produce) newsletter

Sent to the inboxes of more than 2,000 verified foodservice buyers, the newsletter includes content and advertising slots. Email serves as a tool for the planning of a restaurant's daily operations, which means that you'll ensure your visibility directly on the buyers' screens. An advertising slot in the newsletter for fresh produce is a great marketing tool for products such as novelties, special-priced or accelerated product batches, or tips on how to use products.

#### Package content

The package includes a featured product in the newsletter and a link to Kespro.com (incl. an introduction text, max 40 characters + a stock photo or a product image).

#### Bookings

Book your advertising slot in the newsletter from your contact person (firstname.lastname@kesko.fi). Please note that there is a limited number of slots available. Book your slot on time.

1. Always agree with the Kespro product manager on the product and message you want to use in the newsletter.
2. When an agreement on the actions and the date has been made, send information about the product or content to Kespro's product manager and content creator **by the first working day of the month preceding the publication.**

#### Material instructions

**Text content** should be submitted by email to the contact person. Kespro's content creation team will edit the text.

You can also leave the text design entirely to the content creator and only provide information about the product details to be highlighted or featured in the advertising slot, the campaign period and any illustration image.

**Images** should be submitted as email attachments in jpg format.

The minimum **image size** is 72/1000 x 1500 px, in RGB profile, horizontal images.



#### Contact details for any additional questions

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