

# Multichannel Fish Tips package

## MEDIA CARD 2024

### INTERESTING FISH CONTENT

The Fish Tips (Kalavinkki) package provides suppliers with multichannel visibility in Kespro's digital channels. Fish Tips is a concise article that can, for example, include hints on new ways to use products on the market or give practical tips to support your business.

### Package content

The package consists of a native article published on Kespro.com and social media posts based on it on Kespro's Facebook and Instagram accounts. For even more targeted visibility for a Fish Tips article, you can purchase visibility in Kespro's Tuorevalikoima (Fresh Produce) newsletter for that month.

Kespro's content creation team will produce the article taking into account the supplier's wishes and handle all other actions involving the package.

The content will be marked with the "Commercial Cooperation" label.

### Bookings

Book your content or advertising slot with Kespro's product manager (firstname.lastname@kesko.fi). They will also inform you of the currently free slots.

Please note that the number of available packages is limited.

### Contact information for any additional questions

Purchasing and Sales Manager, Meat, Processed Meat, Convenience Food and Fish

Laura Kivi

Email: [laura.kivi@kesko.fi](mailto:laura.kivi@kesko.fi)

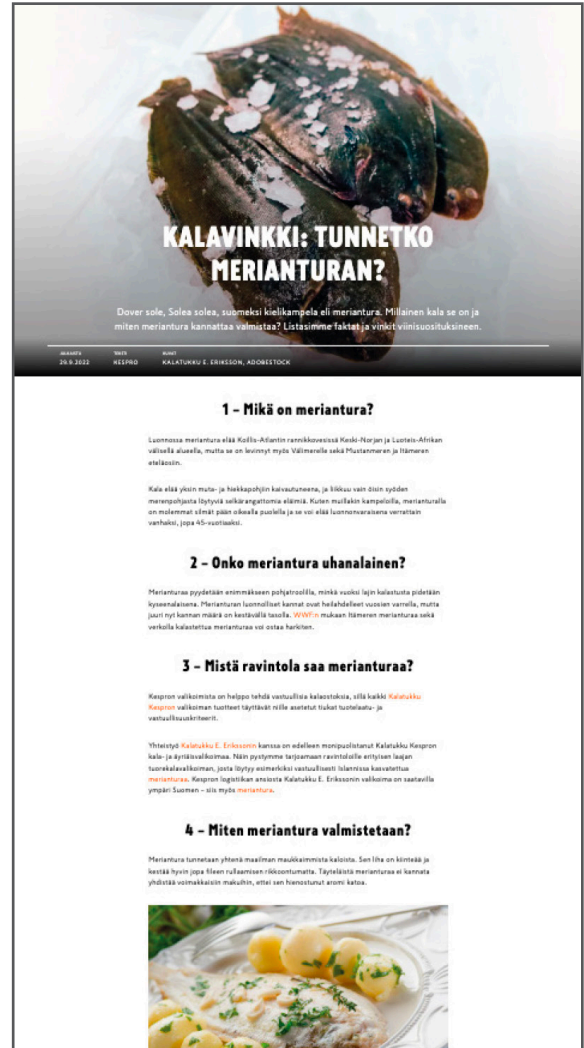
Tel. +358 50 302 0988

Content Producer

Heidi Voutilainen

email: [heidi.voutilainen@kesko.fi](mailto:heidi.voutilainen@kesko.fi)

Tel. +358 40 350 2789



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### Schedule

Fish Tips articles are published in stages during each month in the order of booking. The material for the article must be delivered no later than the first day of the preceding month or the following business day.

Month	Material deadline
JANUARY	1 December 2023
FEBRUARY	2 January 2024
MARCH	1 February 2024
APRIL	1 March 2024
MAY	1 April 2024
JUNE	1 May 2024
JULY	-
AUGUST	NOTE! 1 June 2024
SEPTEMBER	1 August 2024
OCTOBER	2 September 2024
NOVEMBER	1 October 2024
DECEMBER	-

### Material instructions

**Text content** must be delivered via email as a DOC or TXT file.

**Images** should be delivered as email attachments in JPG format.

Image size: JPG format (minimum 72 dpi, preferably 300 dpi, RGB profile). Main image and illustration images: landscape, max. size 1 MB (1,500x1,000 px)

**Material delivery address:** [kespro.sisallontuotanto@kesko.fi](mailto:kespro.sisallontuotanto@kesko.fi) and [heidi.voutilainen@kesko.fi](mailto:heidi.voutilainen@kesko.fi)

**Include the following information in the subject field:** Fish Tips article + company name

Kespro's content creation team will edit the text to support both the supplier's and Kespro's business. 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.

**Kespro's contact person for materials:**

Heidi Voutilainen

[heidi.voutilainen@kesko.fi](mailto:heidi.voutilainen@kesko.fi)

Tel. +358 40 350 2789

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.

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