

ProS€ntti

MEDIA CARD 2027



Our price-driven offer publication, Prosentti, also offers ideas and inspiration for utilising the products in your own business. When you want to sell fair, be visible in Prosentti.

Schedule

N:O 1

Campaign valid	7.1.-1.3.2027
Campaign purchase price valid	25.12.2026-1.3.2027
Promotional product offers to product manage	30.10.2026
Advertisement materials/product images	12.11.2026
Publication date	4.1.2027

N:O 2

Campaign valid	2.3.-3.5.2027
Campaign purchase price valid	22.2.-3.5.2027
Promotional product offers to product manage	31.12.2026
Advertisement materials/product images	14.1.2027
Publication date	26.2.2027

N:O 3 (incl. Ice Cream Supplement)

Campaign valid	4.5.-30.8.2027
Campaign purchase price valid	27.4.-30.8.2027
Promotional product offers to product manage	26.2.2027
Advertisement materials/product images	11.3.2027
Publication date	29.4.2027

N:O 4

Campaign valid	31.8.-1.11.2027
Campaign purchase price valid	24.8.-1.11.2027
Promotional product offers to product manage	2.7.2027
Advertisement materials/product images	15.7.2027
Publication date	26.8.2027

N:O 5

Campaign valid	2.11.2027-3.1.2028
Campaign purchase price valid	26.10.2027-3.1.2028
Promotional product offers to product manage	3.9.2027
Advertisement materials/product images	16.9.2027
Publication date	28.10.2027

Important to Kespro

We expect our partners to respect the campaign process work stages and schedules.

PLEASE NOTE: Information, advertisement materials and campaign product images to be included in the publication must be delivered in accordance with the instructions and on schedule. Any late materials will not be accepted. Agreed but unrealised marketing measures will be charged in accordance with the agreement.

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Material instructions

PROMOTIONAL PRODUCT WITH IMAGE

The information and price quotation for the campaign products and the new Lunch supplement products will be delivered to Kespro's product manager according to the schedule by email (firstname.lastname@kesko.fi).

PRODUCT IMAGES FOR CAMPAIGN BOXES

Technical requirements:

Resolution 300 dpi, format eps/tiff/jpg.

CMYK images: ISOcoated_v2_300_eci.icc

Pre-extracted images, width around 8 cm.

Images to be extracted during production will be subject to a separate charge.

The images should reflect good quality and delicious taste and raise interest among foodservice professionals.

Send images to kespro.aineistot.fi/prosentti

Mainostoimisto M1/kespro@m1.fi

You can also send a link or credentials to a photo gallery.

UUTUUSTUOTE SECTION

The Uutuudet (New Products) section extensively displays new products selected for Kespro's range to foodservice professionals. The New products Excel must be delivered to Kespro's product manager according to the media card's schedule.

COLUMN 1/2 PAGE NEW PRODUCTS LEAFLET (EXCEL)

includes **up to 5 products**. The text of a 1/2 page novelty leaflet can be max 700 characters, including spaces.

COLUMN 1/4 PAGE NEW PRODUCTS LEAFLET (EXCEL)

includes up to **2 products**. The text of a 1/4 page novelty leaflet can be max 430 characters, including spaces.

PRODUCT IMAGES FOR NEW PRODUCTS LEAFLETS

Technical requirements:

Resolution 300 dpi, format eps/tiff/jpg.

CMYK images: ISOcoated_v2_300_eci.icc

Image width is approximately 10 cm.

Images to be extracted during production will be subject to a separate charge.

The images should reflect good quality and delicious taste and raise interest among foodservice professionals. Send images to kespro.aineistot.fi/prosentti
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Material instructions

ADVERTISEMENT MATERIAL A4 (1/1 PAGE)

210 x 297 mm + 5 mm bleed/300 dpi/CMYK colours

CMYK images: ISOcoated_v2_300_eci.icc

No text too close to the cut.

Print-ready materials as a PDF file.

Send the PDF to kespro.aineistot.fi/prosentti

Mainostoimisto M1/kespro@m1.fi

ADVERTISEMENT MATERIALS 210 X 147 HORIZONTAL (1/2 PAGE)

210 x 147 + 5 mm bleed/300 dpi/CMYK colours

CMYK images: ISOcoated_v2_300_eci.icc

No text too close to the cut.

Print-ready materials as a PDF file.

Send the PDF to kespro.aineistot.fi/prosentti

Mainostoimisto M1/kespro@m1.fi

ADVERTISEMENT MATERIALS BACK COVER

210 x 267 mm + 5 mm bleed/300 dpi/CMYK colours

CMYK images: ISOcoated_v2_300_eci.icc

No text too close to the cut.

Print-ready materials as a PDF file.

Send the PDF to kespro.aineistot.fi/prosentti

Mainostoimisto M1/kespro@m1.fi

Printing house: PunaMusta Oy

Material instructions: www.punamusta.com



1/1 sample advertisement



1/2 sample advertisement

Kespro contact person

Marketing Specialist Ulla Telama

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KESPRO