

MENU

MEDIA CARD 2026



Schedule

NO. 1 - THEME: Profitability

Advertisement bookings 21/11/2025
Deadline for advertisement materials 12/12/2025
Magazine comes out 15/1/2026

NO. 2 - THEME: Experientiality

Advertisement bookings 26/1/2026
Deadline for advertisement materials 6/2/2026
Magazine comes out 5/3/2026

NO. 3 - THEME: Seasons

Advertisement bookings 19/3/2026
Deadline for advertisement materials 10/4/2026
Magazine comes out 13/5/2026

NO. 4 - THEME: Smooth life

Advertisement bookings 16/6/2026
Deadline for advertisement materials 7/8/2026
Magazine comes out 3/9/2026

NO. 5 - THEME: Deliciousness

Advertisement bookings 25/9/2026
Deadline for advertisement materials 8/10/2026
Magazine comes out 12/11/2026

Advertisement sizes

2/1

Width 460 mm
Height 297 mm
Trim allowance 7 mm

1/1

Width 230 mm
Height 297 mm
Trim allowance 7 mm

BACK COVER

Width 230 mm
Height 267 mm
Trim allowance 7 mm

Material instructions

INTRODUCTIONS OF NEW ITEMS

Character count: 500–900 characters and a high-resolution image file (300 dpi)
Text and image to be sent to heidi.voutilainen@kesko.fi

SUPPLEMENTS

Supplement max 12 pages, max size 220 × 287 mm.
Ready-made supplements are delivered to the address
UPC Konsultointi Oy, Pohjolankatu 6, 65230 VAASA,
p. +358 50 435 5545

PUBLISHER

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TECHNICAL INFORMATION

Magazine size 230 × 297 mm
Printing resolution 300 dpi
Trim allowance 7 mm
Binding Glued spine
Repro UPC
Press UPC

ADVERTISEMENT MATERIALS

mirette.kellokumpu@unitedimaginations.fi
Material requirement: PDF

ADVERTISEMENTS AND ADDITIONAL INFORMATION

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