

ProS€ntti

MEDIA CARD 2026

Schedule

NRO 1

Campaign valid	8.1.–2.3.2026
Campaign price valid	26.12.2025–2.3.2026
Campaign product offers to the product manager	31.10.2025
Advertisement materials/product images	13.11.2025
Publication date	5.1.2026

NRO 2

Campaign valid	3.3.–4.5.2026
Campaign price valid	23.2.–4.5.2026
Campaign product offers to the product manager	2.1.2026
Advertisement materials/product images	15.1.2026
Publication date	27.2.2026

NRO 3 (incl. ice cream attachment)

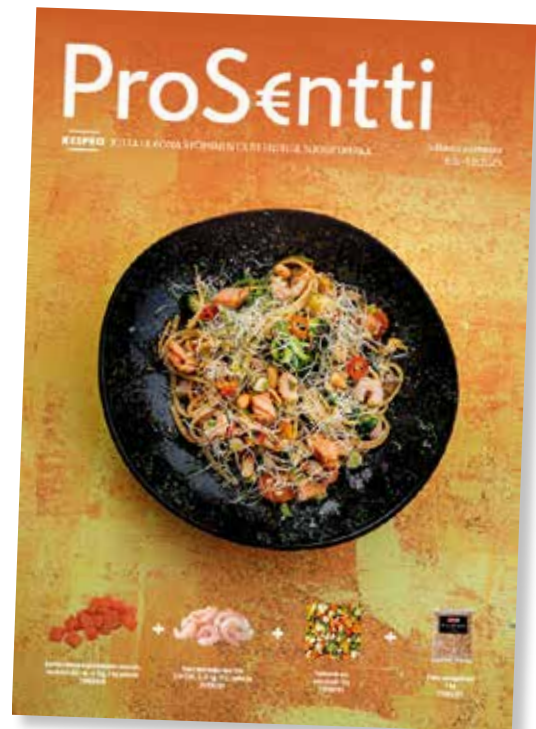
Campaign valid	5.5.–31.8.2026
Campaign price valid	28.4.–31.8.2026
Campaign product offers to the product manager	27.2.2026
Advertisement materials/product images	12.3.2026
Publication date	30.4.2026

NRO 4

Campaign valid	1.9.–2.11.2026
Campaign price valid	25.8.–2.11.2026
Campaign product offers to the product manager	3.7.2026
Advertisement materials/product images	16.7.2026
Publication date	27.8.2026

NRO 5

Campaign valid	3.11.2026–3.1.2027
Campaign price valid	27.10.2026–3.1.2027
Campaign product offers to the product manager	4.9.2026
Advertisement materials/product images	17.9.2026
Publication date	29.10.2026



IMPORTANT FOR KESPRO

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

PLEASE NOTE! Information, advertising materials, and images for campaign products to be included in the publication must be submitted according to the provided guidelines and within the specified timeline. We do not accept materials submitted after the deadline. Marketing activities that were agreed upon but not executed will be charged according to the terms of the agreement.

KESPRO

ProS€ntti

MEDIA CARD 2026

Material instructions

CAMPAIGN PRODUCT SECTION

The information and price quotation for the campaign products and the new Lunch campaign products must be delivered on schedule to the Kespro product manager.

(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 spreadsheet must be delivered to Kespro's product manager in accordance with the media card's schedule.

COLUMN 1/2 PAGE NEW PRODUCTS LEAFLET (EXCEL)

contains **up to 5 products**. The text of a 1/2 page new products 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

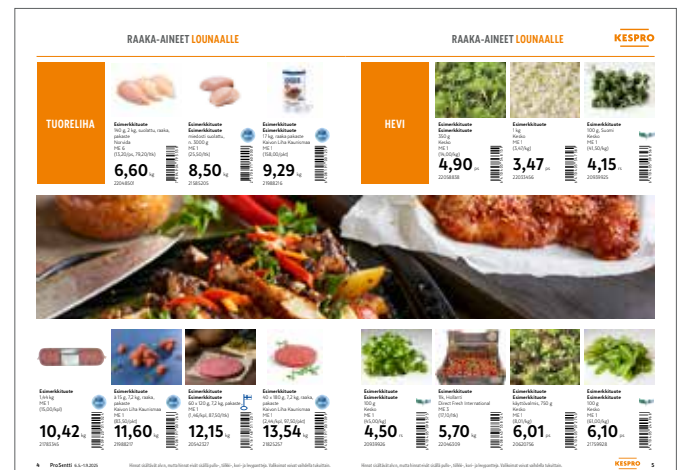
Image width around 10 cm.

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.



KESPRO

ProS€ntti

MEDIA CARD 2026

Advertisement materials

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

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

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: Painotalo PunaMusta Oy

Material instructions: www.punamusta.com

Kespro contact person

Marketing Planner Päivi Nykopp

paivi.nykopp@kesko.fi



1/1 sample advertisement



1/2 sample advertisement

ProS€ntti

MEDIA CARD 2026

Material instructions*

ATTACHMENTS

Requirements and delivery of loose inserts placed between Prosentti pages.

A maximum of two (2) loose inserts can be included per publication.
Kespro's product manager must be informed in advance whether the insert will be printed by Punamusta or delivered directly to Punamusta.

LOOSE INSERT SIZE

Maximum: 4 pages. Maximum dimensions: 190x280 mm — must be 20x20 mm smaller than the main product. Minimum size: A6

Insert Guidelines: <https://punamusta.com/aineisto-ohjeet/liitteet-aikakauslehtituotannossa/>

If the loose insert is printed at Punamusta, the insert materials must be sent to Punamusta according to the schedule to the following address: <https://transfer.punamusta.com>

Additional information: Loose insert Prosentti nro x

If the insert is printed outside Punamusta, the insert must be delivered according to the schedule to the following address: **Punamusta Oy, Kaapelikatu 1, 33330 Tampere**

Additional information: Loose insert Prosentti nro x

Schedule

Materials for printing to Punamusta

Prosentti 1	01.12.2025
Prosentti 2	30.01.2026
Prosentti 3	01.04.2026
Prosentti 4	31.07.2026
Prosentti 5	01.10.2026

Finished loose inserts in Tampere

12.12.2025
10.02.2026
10.04.2026
11.08.2026
14.10.2026

Kespro contact person

Marketing Planner Päivi Nykopp
paivi.nykopp@kesko.fi