

Breakfast solutions

MEDIA CARD 2027



What is served for breakfast and dessert? Inspiring content invites you to try new things and return to old classics. Show up with your breakfast and dessert products in this post, and you'll reach just the right decision-makers.

Schedule

PUBLICATION VALID 1.4.2027 onwards
Offers on materials for product manager 11.1.2027
Materials / product images 5.2.2027
Publication date 31.3.2027

Material instructions

TECHNICAL REQUIREMENTS

Brand colour: as CMYK or RGB values

Logo, images and product images: Resolution 300 dpi, format eps/tiff/jpg. CMYK images: ISOcoated_v2_300_eci.icc
Pre-extracted product 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.

Texts: written directly to the material system.

Materials are submitted to the material system at:

kespro.aineistot.fi/aamiaisjajalkiruokaratkaisut

Mainostoimisto M1/kespro@m1.fi

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

Printing house: PunaMusta Oy

Material instructions: www.punamusta.com

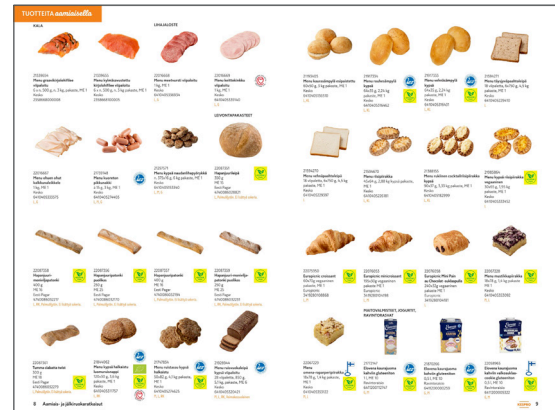
Kespro contact person

Marketing specialist Ulla Telama

ulla.telama@kesko.fi

IMPORTANT TO KESPRO

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



PRODUCT CATEGORY SECTION

Product tile information

- SAP, EAN, product name, size, UoM
- Special diet markings
- around 8 cm extracted product image, see the material instructions



SOLUTION SECTION

Page character counts

Presentation of inspiration/solutions for the products in the product section

Solutions 1/1 page max 3 products

- Title max 40 characters
- Lead paragraph and body text max 700 characters
- Customer benefits and tips for use max 700 characters
- Tip and highlight text max 150 characters.

Solutions 1/2 page, portrait orientation, 1 product

- Title max 40 characters
- Lead paragraph and body text max 700 characters

KESPRO

Dessert solutions

MEDIA CARD 2027



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The rest of the media card contains more detailed content descriptions of the publication's marketing measures.

The solution section is divided into three segments:

- Buffet dessert
- Dish dessert
- Ingredients for desserts

Implementation models:

- Solutions 1/1 page max 3 products
- Solutions 1/2 page, portrait orientation, 1 product

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