

# Kespro.com article

## MEDIA CARD 2026

Kespro.com is Kespro's online service, where we publish content that follows our seasonal themes and is relevant to our customers. The content is intended to provide tips and ideas for our customers, as well as to communicate about topical products and services.

### Schedule

Kespro defines a more detailed publication schedule for the month, which has been agreed with the supplier.

The material for the article must be delivered no later than the first day of the month preceding the publication month or the following business day.

#### THEMES 2026

- 1-2 PROFITABILITY**
  - Efficiency for the kitchen, money for the till
- 3-4 EXPERIENTIALITY**
  - Build restaurant experiences
- 5-8 SEASONS**
  - Domestic growing season and summer flavours
- 9-10 SMOOTH LIFE**
  - Ease for professionals
- 11-12 DELICIOUSNESS**
  - Taste matters

#### NOTE!

Materials and images 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 in accordance with the agreement.

### Kespro contact

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### Material instructions

Products appearing in Kespro.com articles must be in Kespro's product selection at the time of article publication. The articles are always agreed with Kespro's product manager. The materials are sent by e-mail.

**Main content:** value creation through solutions and tips, relevance

**Supportive content:** product inspiration

**Segment:** foodservice industry

#### Texts:

- Short and SEO-optimised headline (max. 70 characters)
- Lead paragraph (max. 256 characters)
- The text should also include a few subheadings
- Alternatively, Kespro can produce the article. The partner then provides Kespro with the background information necessary for creating the article. The creation method is always agreed with the product manager.

#### Images:

- Jpg format (preferably 300 ppi RGB profile)
- Main image and illustration images: landscape, max. size 1 MB (1,500 × 1,000)

**Material delivery address:** [kespro.digiaineisto@kesko.fi](mailto:kespro.digiaineisto@kesko.fi)

**Include the following information in the subject field:**

Kespro.com article + company name

#### IMPORTANT TO KESPRO

Articles published in Kespro.com should communicate high quality and expertise to our customers. Kespro reserves the right not to publish any articles that do not comply with our operations and values.