

Kespro's



Fresh produce newsletter

Show up Right on Buyers Screen

The Fresh Produce Newsletter is sent to the e-mails of more than 2,000 verified buyers every Thursday. It contains in addition to commercial content, the product price lists for the coming week. E-mail serves as a tool in planning the restaurant's everyday life, so you ensure your visibility on the buyer's screen several times a week. An advertisement spot in the Fresh Produce Newsletter is an excellent marketing tool for new products or specially priced product batches, and for giving tips how to use your product in restaurant environment.

Reservations

Reserve your content or advertising space from Kespro's product manager (firstname.surname@kesko.fi). By contacting us, you will also receive information about available publication dates. Please note that there are a limited number of dates available. Book your place in time, but no later than 2 months before the start of the campaign period.

Content that matches your goals

Once your content slot is booked, we start planning the content. We will ensure your goals together either by e-mail or at a meeting together with Kespro's product manager and the content producer. Once the guidelines have been agreed, we will make a content proposal, which you will get by e-mail at least a week before the agreed publication date.

Material instructions

Any content in text format we kindly ask you to deliver by e-mail to your contact person. Also, if you can provide information about the product(s) (E.g. unique buying reasons, seasons etc.). Any available pictures we would like to receive delivered as an e-mail attachment in jpg format. The size of the images should be at least 72 dpi / 1000 x 1500 px, in RGB profile and as landscape form.

Any questions? Contact us, we will be happy to help!

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