

Multichannel Over 22 vol % Wine and Other Drinks Package

MEDIA CARD 2024

INTERESTING CONTENT ABOUT DRINKS

The package provides suppliers with multichannel visibility in Kespro media and channels.

Package content

- Content or video slot in Kespro's Juomatukku newsletter
- One product highlight in the Kespronet ordering channel's product carousel for one month
- Drink tip in the content spread of the alcohol price list
- Advert (1/1) in the alcohol price list.
- 3 x product highlight with image in the alcohol price list.

Bookings

Make a booking with Kespro's product manager (firstname.lastname@kesko.fi).

1. Always agree first with the Kespro product manager about the product and message you want to appear in the package.
2. When a measure and its date have been agreed, send information about the product or content to Kespro's product manager and content creator at least 2 months prior to the agreed date of publication.

Contact information for any further questions

Ruut Laakso, Purchasing and Sales Manager, Beverages
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Kespro Content Creator Ulla Telama
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Material instructions

All material must be submitted within the set time limits.

Material submitted late will not be accepted.

For the agreed measures, we charge as agreed.

Please refer to the **Alcoholic Beverages Price List media card** for material instructions for the items below:

- Advertisement (1/1) in the Alcoholic Beverages Price List
- 3 x featured product highlight in the Alcoholic Beverages Price List

Please also refer to the **Juomatukku newsletter media card** (beverage wholesale newsletter).

Submit images and detailed product information

For product highlights featured in the Kespronet order channel, submit images:

Images are submitted as an email attachment in jpg format.

Minimum **image size** 72/1,500 x 1,000 px in RGB profile, horizontal images.

Text content must be submitted by email to the contact person. Kespro's content production team will edit the text.

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