

Partner's Brand Package

MEDIA CARD 2025

Multichannel Brand visibility on Kespro channels

Partners' brand package contains a search engine-optimized Brand page on Kespro.com with a brand specific selection of products available through Kespro and an article driving traffic to your brand page

Together the brand page and the article form a seamless brand entity only a click away from the Kespro.net sales channel!

We also promote your brand to be a Brand of the Month and make publications on our social media based on your article

To top it all off, you'll get a Prosentti Product Ad for one of your products and a Kespro.net Product Placement on the front page for a month!

Content:

Search engine-optimized Brand page on Kespro.com containing a brand specific selection of products available through Kespro

Kespro.com article to drive traffic to the Brand page and publication of the article on Kespro.com front page and all other pages relevant for the product

Brand of the Month Banner on Kespro.com

Social media publications based on the article

1 Prosentti Product Ad

Let your Brand shine bright with Kespro!

1 Kespro.net Product Placement on front page for a month

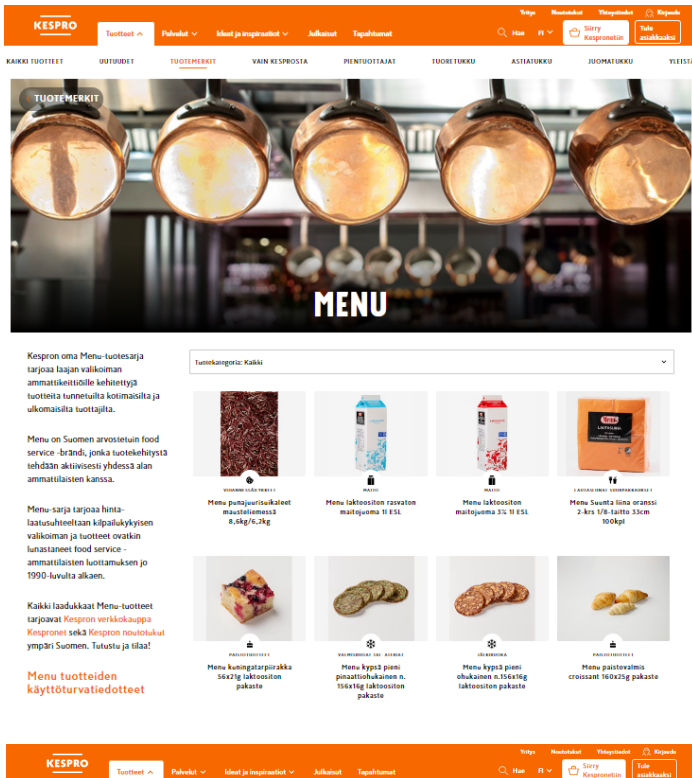


KESPRO

Kespro.com Brand Page

MEDIA CARD 2025

The brand page has a brand-specific selection of products available through Kespro. It is possible to bring out the story and essence of the brand with a search engine-optimized introductory text and at the same time improve the web visibility of the page. In the introductory text, you can talk about the brand, possible novelties or product features.



Brand Page

Instructions:

Please, provide the materials via email. Kespro will provide instructions for link building after receiving the materials.

Text:

- Please, include some subheadings in the text
- Maximum word amount 260
- Linkbuilding: a link to suppliers website is added to the text by Kespro. We kindly hope that the supplier also participates to the linkbuilding process by adding a link to kespro.com to their website.

Picture and logo:

- 300 ppi, RGB-profiili
- 1400x500 px

See an example:

kespro.com/tuotteet/tuotemerkit

Please, provide the materials to:

kespro.digiaineisto@kesko.fi

Subject headline:

Kespro.com Brand Page + Company name

Brand of the Month Banner

Schedule:

Selected brands of the month are released on the 1st or on the following weekday of the month. Please, provide the materials latest on the 1st of the previous month to the one selected for the advertisement.

Instructions:

The banner image is equivalent of the image on the Brand Page. The brand logo should be 300ppi RGB profile, 1400x500px. Please note that the content visibility continues on a Brand Page also after the specific Brand of the Month Banner visibility.

See an example:

kespro.com/tuotteet/tuotemerkit

Please, provide the materials to:

kespro.digiaineisto@kesko.fi

Subject headline:

Kespro.com Brand of the Month + Company name

Contact person at Kespro:

Sanna Fagerlund
sanna.fagerlund@kesko.fi
puh. +358 407065818

KESPRO

Kespro.com article

MEDIA CARD 2024

Kespro.com is an inspirational online service for food service professionals. We strive to bring the most meaningful and fresh content to meet our professional readers' needs. We want our customers' business to flourish – our main goal is to offer inspiration and tips as well as to inform on new business trends and services.

Article can be executed either as a article you provide for us or as a Product Tips content by our content creation team. Please let your contact person know about your choice.

Schedule

Articles on Kespro.com are released according to the reservation order.

Please, provide the information latest on the 1st of the month previous to the one selected for the advertisement.

2023: Release schedule and content deadlines

January / content deadline 2024-12-01

February / content deadline 2025-01-01

March / content deadline 2025-02-01

April / content deadline 2025-03-01

May / content deadline 2025-04-01

June / content deadline 2024-05-01

July / content deadline 2025-06-03

August / content deadline 2025-07-01

September / content deadline 2025-08-01

October / content deadline 2025-09-02

November / content deadline 2025-10-01

December / content deadline 2025-11-01

NB:

Content required for the articles (e.g. text, artwork, product information) must be provided by the vendor according to the agreed schedule with Kespro. Any delayed content may not be accepted. The vendor will be charged according to the agreement for agreed, yet unrealized marketing operations due to the vendor.



Instructions

Products featured in the articles must be available in Kespro's assortment on the release date. The process is negotiated with Kespro's Product Manager responsible for the product category in question. Article content must be approved by Kespro Digital Sales.

Text:

- Email attachment (DOC or TXT)
- The text should include a short headline suitable for search engine optimization, an introduction text (maximum 256 characters) as well as some subheadings.

Artwork:

- Form: A separate email attachment to the main text (JPG format, preferably in 300 ppi RGB profile)
- Main image + images among text (horizontal)
- Maximum size: 1 Mt (1500x1000)
- Plus! Embedded videos (e.g. YouTube)

Please, provide the materials to:

kespro.digiaineisto@kesko.fi **Subject headline:** Kespro.com article + Company name

Contact person at Kespro:

Ulla Telama
ulla.telama@kesko.fi
+358 503842839

IMPORTANT VALUES FOR KESPRO:

At Kespro, we value expertise and quality in all our marketing communications activities targeted at food service wholesalers. Thus, poor quality content or content against our principles may not be published.

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MEDIA CARD 2025

Schedule

NO. 1

CAMPAIGN VALID: 8 JANUARY TO 3 MARCH 2025

CAMPAIGN PRICE VALID: 27 DECEMBER 2024 TO 3 MARCH 2025

Campaign product offers to the product manager 1 November 2024

Advertisement materials / product images 14 November 2024

Publication date 3 January 2025

NO. 2

CAMPAIGN VALID: 4 MARCH TO 5 MAY 2025

CAMPAIGN PRICE VALID: 25 FEBRUARY TO 5 MAY 2025

Campaign product offers to the product manager 2 January 2025

Advertisement materials / product images 16 January 2025

Publication date 26 February 2025

NO. 3 (INCL. ICE CREAM ATTACHMENT)

CAMPAIGN VALID: 6 MAY TO 1 SEPTEMBER 2025

CAMPAIGN PRICE VALID: 29 APRIL TO 1 SEPTEMBER 2025

Campaign product offers to the product manager 21 February 2025

Advertisement materials / product images 6 March 2025

Publication date 30 April 2025

NO. 4

CAMPAIGN VALID: 2 SEPTEMBER TO 3 NOVEMBER 2025

CAMPAIGN PRICE VALID: 26 AUGUST TO 3 NOVEMBER 2025

Campaign product offers to the product manager 13 June 2025

Advertisement materials / product images 27 June 2025

Publication date 27 August 2025

NO. 5

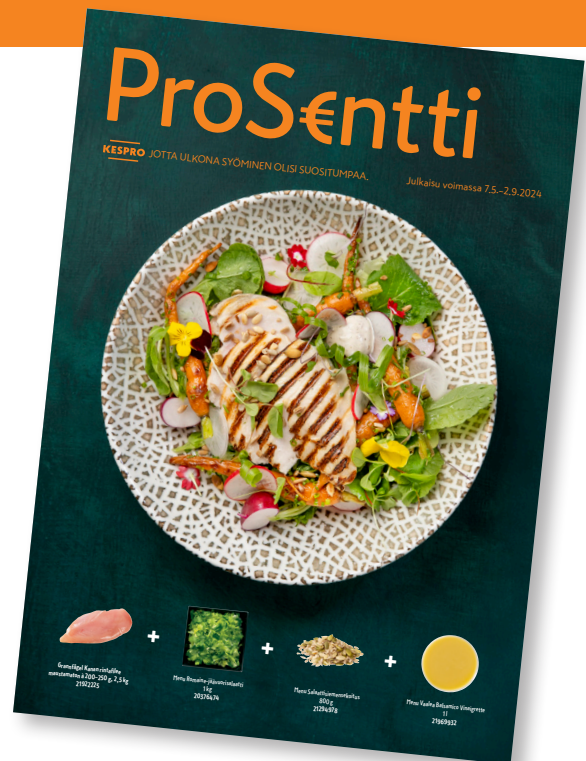
CAMPAIGN VALID: 4 NOVEMBER 2025 TO 4 JANUARY 2026

CAMPAIGN PRICE VALID: 28 OCTOBER 2024 TO 4 JANUARY 2025

Campaign product offers to the product manager 1 September 2025

Advertisement materials / product images 15 September 2025

Publication date 29 October 2025



IMPORTANT TO KESPRO:

We expect that our partners respect the campaign process work phases and schedules.

PLEASE NOTE: Information, advertisement materials and campaign product images to be included in the publication must be delivered in accordance with 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.

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MEDIA CARD 2025

Material instructions

CAMPAIGN PRODUCT SECTION

Promotional product information must be delivered on schedule to the Kespro product manager.

Email: 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.



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

ADVERTISEMENT MATERIALS 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

ADVERTISEMENT MATERIALS 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:

Päivi Nykopp, Marketing Planner

paivi.nykopp@kesko.fi

KESPRO

Kespronet Product Placement

MEDIA CARD 2025

Kespronet is Kespro's webstore for food service customers. Majority of our customers use Kespro.net several times a week.

The front page includes several sections of product placements, such as products on offer, new releases and topical categories.

Kespro.net Product placements are visible on a product carousel of the webstore front page for a month.

Instructions

Product placement is agreed with Kespro's Product Manager. Contact:
forename.surname@kesko.fi

Product placements on Kespronet's frontpage are published for a month at a time. (When purchased with Partner's Brand package) Kindly inform the product and the desired time period to Product Manager.

Kespro fills in the product image and details based on those in Synkka Media.

Contact person

Saad Hafeez
+358 504332719
saad.hafeez@kesko.fi

