

Beverage

wholesome newsletter

MEDIA CARD 2025

Sent ten times per year to customers with alcohol serving licences, Kespro's popular Juomatukku (Beverage Wholesale) newsletter will also delight recipients in 2025. The already familiar advertising slots will be available also in 2025. See below for the attractive and inspiring themes of the 2025 newsletters.

Schedule and themes of the Juomatukku Newsletter in 2025

The digital newsletter for beverage wholesale customers will be sent during the first week of each month. Materials must be submitted to Kespro in accordance with the instructions given by the 15th day of the preceding month or the nearest business day. *

Schedule

NEWSLETTER DATE February
RELEASE WEEK 5
DEADLINE FOR MATERIALS Friday, 10 January 2025

NEWSLETTER DATE March
RELEASE WEEK 9
DEADLINE FOR MATERIALS Friday, 14 February 2025

NEWSLETTER DATE April
RELEASE WEEK 14
DEADLINE FOR MATERIALS Friday, 14 March 2025

NEWSLETTER DATE May
RELEASE WEEK 18
DEADLINE FOR MATERIALS Friday, 11 April 2025

NEWSLETTER DATE June
RELEASE WEEK 22
DEADLINE FOR MATERIALS Friday, 16 May 2025

NEWSLETTER DATE August
RELEASE WEEK 31
DEADLINE FOR MATERIALS Friday, 11 July 2025

NEWSLETTER DATE September
RELEASE WEEK 35
DEADLINE FOR MATERIALS Friday, 15 August 2025

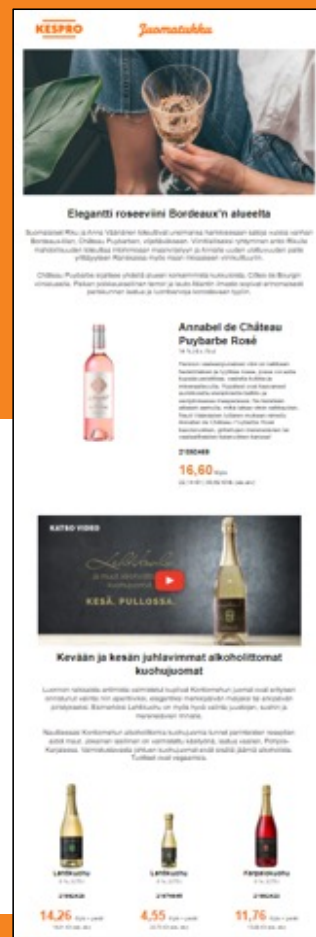
NEWSLETTER DATE October
RELEASE WEEK 40
DEADLINE FOR MATERIALS Friday, 12 September 2025

NEWSLETTER DATE November
RELEASE WEEK 44
DEADLINE FOR MATERIALS Friday, 10 October 2025

* PLEASE NOTE:

All materials must be submitted according to the dates given in the table above. Instructions on materials are on the next page.

Materials submitted late cannot be accepted. For the agreed measures, we will charge as agreed.



Beverage

wholesome newsletter

MEDIA CARD 2025

Bookings

An agreement on all advertising slots is made in advance with Kespro's product manager.

Email: firstname.lastname@kesko.fi

Material instructions

Content in **text format** should be submitted as email attachments in the doc, docx or txt format.

Images should be delivered as email attachments in the jpg format.

Image size minimum 72 dpi, RGB profile.

Any video links should be included in the same email as the rest of the materials.

When submitting materials, please enter the following in the subject field for information:

Materials for the alcohol newsletter/Agreed newsletter date (month)/Company name

Material delivery address: kespro.digiaineisto@kesko.fi

Kespro's contact person in all questions related to materials:

Jaakko Valkiainen

jaakko.valkiainen@kesko.fi, tel. +358 505304469

ALCOHOL NEWSLETTER TOP BANNER

Defined by theme and time.



FEATURED PRODUCT HIGHLIGHT

IMAGE

Product image

jpg, RGB, min 72 dpi, 280 x 280 px

Product description

Text length max 450 characters



Corona Extra
4.5%, 5.50L, 24 pöytä

Versokissa kotona ja toimistossa kutsutaan Coronaa on. Oletko sinä? Korona on maailman suosituin ja arvostetuin olut. Korona on, mikä on se, mikä on. Korona on, mikä on se, mikä on. Korona on, mikä on se, mikä on.

20850399

2,23 euroa
50,37 €/900 ml (alko)

CONTENT AND VIDEO SLOT

Banner image

jpg, rgb, min 72 dpi, width 600 px, height 200–300 px

Header

The text should be concise and clear, with a maximum length of two lines. Approximately 40–80 characters, including spaces.

Text

Text length approximately 500–1,000 characters, including spaces.

Product description

Text length max 450 characters

Product image

jpg, RGB, min 72 dpi, 280 x 280 px

Katso video

Kolme herkullista roseeproseccoa kevääseen ja kesään!

Vinonien lehdet ovat jo pitkään spekuloineet siitä, milloin prosecco-roseevienso muuttas tulla markkinoille. Nyt prosecco-fanit meillä ja muualla saavat lahtua siitä, että huippuvalmistus kutsuviniä saa vihdoin roseena! Vainnän roseeprosecco on niin raikkaaksi nautiskelujuomaksi sellaisenaan, mutta se yllättää myös ruokaystäväilytyksellään. Katso videolla kun Master of Wine Tuomas Meriluoto esittelee kolme iloistavaa valintaa, jotka varmasti hurmaavat asiakkaat!

Cielo Prosecco Rose Extra Dry
75cl, 11%, 6 pöytä

Käytännöllinen laatu ja vastuullinen viiniköyhyys perustuu Cielo e-läisen perheelle on myös lausunut onnen roseoproseccon. Ruusukorvasta Cielo Prosecco-Rose Extra Dry tuottaa, marmeladilla ja ruskalla - ja hyvällä suola-hermostuksella, romani ruokamunalla perinteisellä. Tämä laatu ja suola-hermostus on myös ruokamunalla. Tämä laatu ja suola-hermostus on myös ruokamunalla. Tämä laatu ja suola-hermostus on myös ruokamunalla.

21760880

11,90 €/pöytä
(11,40 €/900 ml alk.)

KESPRO