

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.

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 2023-12-01

February / content deadline 2024-01-01

March / content deadline 2024-02-01

April / content deadline 2024-03-01

May / content deadline 2024-04-01

June / content deadline 2024-05-01

July / content deadline 2024-06-03

August / content deadline 2024-07-01

September / content deadline 2024-08-01

October / content deadline 2024-09-02

November / content deadline 2024-10-01

December / content deadline 2024-11-01

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:

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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.

KESPRO