

New Product Package

MEDIA CARD 2026

The New Product Package offers a two (2) week digital visibility period for your new products across Kespro's digital channels — including the Kespro.com website, Kespro's social media platforms, and the Kespro online store.

Bookings

Book a slot with Kespro's product Manager by email:
firstname.lastname@kesko.fi

The product manager will inform you of the free slots. Please note that products in the New Product Package must be listed in Kespro's assortment one (1) month before launch and remain available throughout the service period.

Material instructions

The Product Manager must be informed of the product to be featured at least one (1) month before the service launch. The product feature will use Kespro's product image and product information. Product images must be stored in Synkka Media or Kesko's K DAM image bank.

Delivery address for materials: kespro.digiaineisto@kesko.fi
Information in the subject field: **New product package + name of the company and the brand**

Contact information for any additional questions

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1. Front page carousel position on Kespronet



2. Highlight on the 'New Products' page of kespro.com



3. Carousel position in a social media advertisement (Facebook/Instagram)



KESPRO