

MENU

MEDIA CARD 2026



Schedule

NO. 1 - THEME: Profitability

Advertisement bookings	21/11/2025
Deadline for advertisement materials	12/12/2025
Magazine comes out	15/1/2026

NO. 2 - THEME: Experientiality

Advertisement bookings	26/1/2026
Deadline for advertisement materials	6/2/2026
Magazine comes out	5/3/2026

NO. 3 - THEME: Seasons

Advertisement bookings	19/3/2026
Deadline for advertisement materials	10/4/2026
Magazine comes out	13/5/2026

NO. 4 - THEME: Smooth life

Advertisement bookings	16/6/2026
Deadline for advertisement materials	7/8/2026
Magazine comes out	3/9/2026

NO. 5 - THEME: Deliciousness

Advertisement bookings	25/9/2026
Deadline for advertisement materials	8/10/2026
Magazine comes out	12/11/2026

Advertisement sizes

2/1

Width	460 mm
Height	297 mm
Trim allowance	7 mm

1/1

Width	230 mm
Height	297 mm
Trim allowance	7 mm

BACK COVER

Width	230 mm
Height	267 mm
Trim allowance	7 mm

Material instructions

INTRODUCTIONS OF NEW ITEMS

Character count: 500–900 characters and a high-resolution image file (300 dpi)
Text and image to be sent to
heidi.voutilainen@kesko.fi

SUPPLEMENTS

Supplement max 12 pages, max size 220 × 287 mm.
Ready-made supplements are delivered to the address
UPC Konsultointi Oy, Pohjolankatu 6, 65230 VAASA,
p. +358 50 435 5545

PUBLISHER

Kesko Corporation / Kespro PO Box 1
FI-00016 Kesko, Finland

EDITOR-IN-CHIEF

Heidi Voutilainen

Tel. +358 (0) 40 3502 789
heidi.voutilainen@kesko.fi

TECHNICAL INFORMATION

Magazine size	230 × 297 mm
Printing resolution	300 dpi
Trim allowance	7 mm
Binding	Glued spine
Repro	UPC
Press	UPC

ADVERTISEMENT MATERIALS

tuuli.turunen@unitedimagnations.fi
Material requirement: PDF

ADVERTISEMENTS AND ADDITIONAL INFORMATION

Heidi Voutilainen
Senior Content Specialist
Tel. +358 (0) 40 3502 789
heidi.voutilainen@kesko.fi