

Multichannel Fruit and Veg Tips package

MEDIA CARD 2024

INTERESTING FRUIT AND VEGETABLE CONTENT

The Fruit and Veg Tips (Hevivinkki) package provides suppliers with multichannel visibility in Kespro's digital channels. Fruit and Veg Tips is a concise article that can, for example, include hints on new ways to use products on the market or give practical tips to support your business.

Package content

The package consists of a native article published on Kespro.com and social media posts based on it on Kespro's Facebook and Instagram accounts. For even more targeted visibility for a Fruit and Veg Tips article, you can purchase visibility in Kespro's Tuorevalikoima (Fresh Produce) newsletter for that month.

Kespro's content creation team will produce the article taking into account the supplier's wishes and handle all other actions involving the package.

The content will be marked with the "Commercial Cooperation" label.

Bookings

Book your content or advertising slot with Kespro's product manager (firstname.lastname@kesko.fi). They will also inform you of the currently free slots.

Please note that the number of available packages is limited.

Contact information for any additional questions

Purchasing and Sales Manager, Fruit and Vegetables
Terhi Aunila
Email: terhi.aunila@kesko.fi
Tel. +358 40 537 6080

Content Producer
Heidi Voutilainen
email: heidi.voutilainen@kesko.fi
Tel. +358 40 350 2789



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Schedule

Fruit and Veg Tips articles are published in stages during each month in the order of booking. The material for the article must be delivered no later than the first day of the preceding month or the following business day.

| Month | Material deadline |
|-----------|-------------------|
| JANUARY | 1 December 2023 |
| FEBRUARY | 2 January 2024 |
| MARCH | 1 February 2024 |
| APRIL | 1 March 2024 |
| MAY | 1 April 2024 |
| JUNE | 1 May 2024 |
| JULY | - |
| AUGUST | NOTE! 1 June 2024 |
| SEPTEMBER | 1 August 2024 |
| OCTOBER | 2 September 2024 |
| NOVEMBER | 1 October 2024 |
| DECEMBER | - |

Material instructions

Text content must be delivered via email as a DOC or TXT file.

Images should be delivered as email attachments in JPG format.

Image size: JPG format (minimum 72 dpi, preferably 300 dpi, RGB profile). Main image and illustration images: landscape, max. size 1 MB (1,500x1,000 px)

Material delivery address: kespro.sisallontuotanto@kesko.fi and heidi.voutilainen@kesko.fi

Include the following information in the subject field: Fruit and Veg Tips article + company name

Kespro's content creation team will edit the text to support both the supplier's and Kespro's business. You can also leave the text design entirely to the content creator and only provide information about the product details to be highlighted or featured in the advertising slot, the campaign period and any illustration image.

Kespro's contact person for materials:

Heidi Voutilainen

heidi.voutilainen@kesko.fi

Tel. +358 40 350 2789

PLEASE NOTE: Materials, pictures and any product information for an article must be submitted according to the instructions and on schedule. Any late materials will not be accepted. Agreed but unrealised marketing measures will be charged according to the agreement.