

# Take away solutions

## MEDIA CARD 2024

### Non-food

The publication contains solutions for the packing, transporting and hygiene of food that simplify customers' everyday lives. In addition, it is possible to publish marketing content concerning products, product families or the brand in the editorial section.

### Schedule

PUBLICATION VALID:  
STARTING FROM 8 APRIL 2024

Offers for material to product managers  
Advertising material  
Publication date

9 Jan 2024  
7 Feb 2024  
5 April 2024

Printing house: PunaMusta Oy  
Material instructions: [www.punamusta.com](http://www.punamusta.com)

Kespro contact:  
Marketing Planner Päivi Nykopp  
[paivi.nykopp@kesko.fi](mailto:paivi.nykopp@kesko.fi)

### Material instructions

#### SOLUTIONS FOR PUBLICATION:

Product information must be delivered to the Kespro product manager according to schedule in an Excel template.

Technical requirements:

**Brand colour:** CMYK or RGB values

**Logo, images and product images:** Resolution 300 dpi, eps / tiff / jpg format. CMYK images: ISOcoated\_v2\_300\_eci.icc

Pre-extracted images, width is approximately 8 cm.

Images extracted during production will be charged for.

The images must reflect good quality and a delicious flavour and arouse interest among hotel, restaurant and catering professionals.

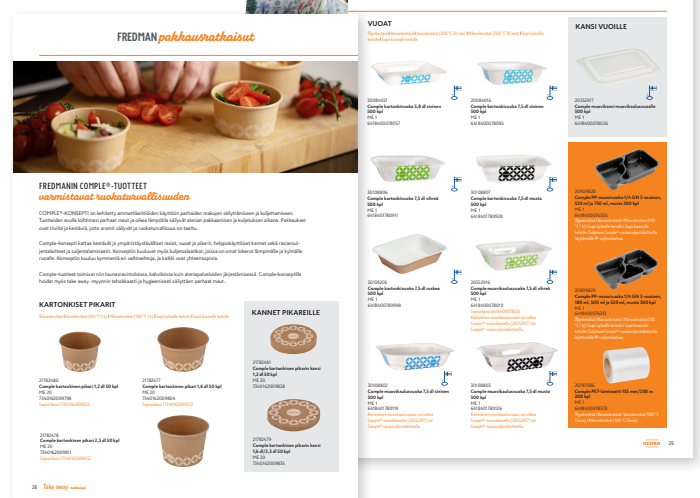
**Texts:** written directly to the material system.

Delivery of the material to the address:

[kespro.aineistot.fi/takeaway](mailto:kespro.aineistot.fi/takeaway)

Mainostoimisto M1 / [kespro@m1.fi](mailto:kespro@m1.fi)

You can also send a link or credentials to the image bank.



#### PRODUCT CATEGORY SECTION

- Text with marketing content on the products, product families or brand, max. 700 characters.
- The text must be delivered to Kespro's product manager in Excel format.
- A product image, see the material instructions.

#### BRAND ADVERTISING MATERIAL A4 (1/1 PAGE)

297 × 210 mm + 5 mm cutting let out / 300 dpi / CMYK colour

CMYK images: ISOcoated\_v2\_300\_eci.icc

No text too close to the cut.

Print-ready material as a PDF file.

PDF delivery to the address [kespro.aineistot.fi/takeaway](mailto:kespro.aineistot.fi/takeaway)

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#### BRAND ADVERTISING MATERIAL 210 X 147 HORIZONTAL (1/2 PAGE)

210 × 147 + 5 mm cutting let out / 300 dpi / CMYK colour

CMYK images: ISOcoated\_v2\_300\_eci.icc

No text too close to the cut.

Print-ready material as a PDF file.

PDF delivery to the address [kespro.aineistot.fi/takeaway](mailto:kespro.aineistot.fi/takeaway)

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## MEDIA CARD 2024

### Groceries

No prices in the publication.

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Marketing Planner Päivi Nykopp  
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### ADVERTISEMENT MATERIAL A4 (1/1 PAGE)

297 × 210 mm + 5 mm cutting let out/300 dpi/CMYK colour

CMYK images: ISOcoated\_v2\_300\_eci.icc

No text too close to the cut.

Print-ready material as a PDF file.

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### TAKE AWAY Food Solutions

- page character counts



### 1/2 page

- Heading max 50 characters.
- Editorial solution/recipe max 700 characters.
- 1 image, see the material instructions.

**KESPRO**