

MENU

MEDIA CARD 2027

Finland's most influential restaurant media offers a rich content package five times a year, providing practical tips as well as inspiration for the kitchen, dining area and business management. You can reach decision-makers and opinion leaders in the field at once in both print and digital. Also ask for content packages including an advertorial.

Schedule

NO. 1 - THEME: Profitability

A dvertisement bookings	20.11.2026
Deadline for advertisement materials	11.12.2026
Completed attachments delivered to UPC	31.12.2026
Magazine comes out	15.1.2027

NO. 2 - THEME: Experientiality

A dvertisement bookings	25.1.2027
Deadline for advertisement materials	5.2.2027
Completed attachments delivered to UPC	19.2.2027
Magazine comes out	5.3.2027

NO. 3 - THEME: Seasons

A dvertisement bookings	19.3.2027
Deadline for advertisement materials	9.4.2027
Completed attachments delivered to UPC	30.4.2027
Magazine comes out	13.5.2027

NO. 4 - THEME: Smooth life

Great fair edition!

A dvertisement bookings	15.6.2027
Deadline for advertisement materials	6.8.2027
Completed attachments delivered to UPC	20.8.2027
Magazine comes out	2.9.2027

NO. 5 - THEME: Deliciousness

A dvertisement bookings	24.9.2027
Deadline for advertisement materials	8.10.2027
Completed attachments delivered to UPC	29.10.2027
Magazine comes out	11.11.2027

Visibility

2/1

Width x Height 460mm x 297mm Trim allowance 7 mm

1/1

Width x Height 230mm x 297mm Trim allowance 7 mm



BACK COVER

Width x Height 230mm X 267mm Trim allowance 7 mm

THEMEVISIBILITY

ATTACHMENT

Material instructions

ADVERTISEMENTS

Ready-to-print PDF, delivery:

<https://kespro.aineistot.fi/menu/>

THEME VISIBILITY

New! Gain visibility for your product in a photo collage in the context of a themed article. There are two themes per magazine for 2027:

- 01/27: Lunch / Plated dishes
- 02/27: Customer Experience / Lunch
- 03/27: Café / Street food
- 04/27: Menu development / Profitability management
- 05/27: Party buffet/ Plated dishes

Image file and product text (0-150 characters), delivery:

<https://kespro.aineistot.fi/menu/>

ATTACHMENTS

Attachment size 1-12 pages / 220 x 287mm

Attachment production is not part of the service.

Completed attachments are delivered to:

UPC Consulting Oy Pohjolankatu 6, 65230 VAASA
+358 50 435 5545

TECHNICAL INFORMATION

Magazine size	230 x 297 mm
Printing resolution	300 dpi
Trim allowance	7 mm
Binding	Glued spine
Repro	Aste Helsinki
Weight	UPC Konsultointi Oy

Contact information

PUBLISHER

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