

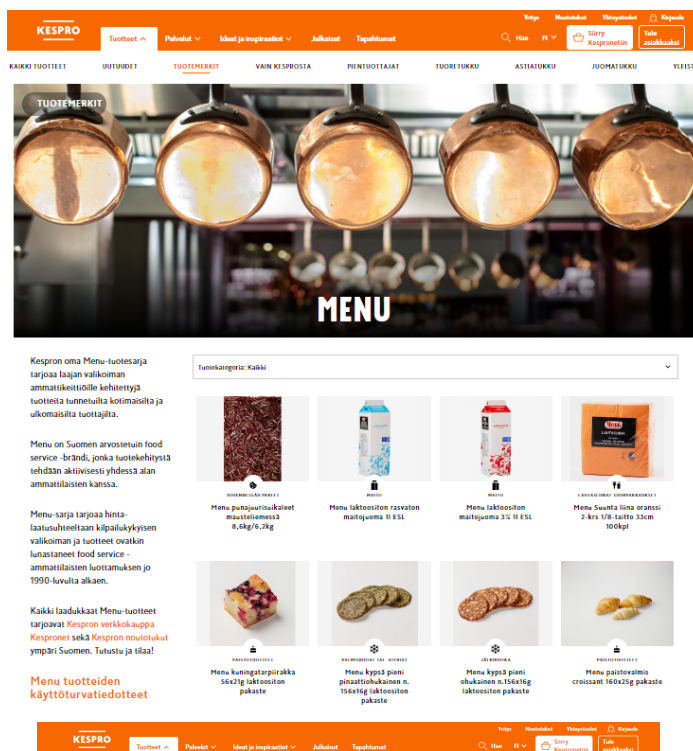
Partners' Basic Package

MEDIA CARD 2026

Partners' Basic Package contains a brand page that has a brand-specific selection of products available through Kespro and a Kespro.com article to drive visitors to the brand page.

Brand page brings out the story and essence of the brand with a search engine-optimized introductory text and at the same time improves the web visibility of the page. In the introductory text, you can talk about the brand, possible novelties or product features. The article will inspire Kespro.com visitors to visit your brand page and drive traffic to your brand page.

And all this just a click away from the Kespro.net sales channel!



Brand Page

Instructions:

Please, provide the materials via email. Kespro will provide instructions for link building after receiving the materials.

Text:

- Please provide product/brand information, preferably with include some subheadings in the text
- Maximum word amount 260
- Link building: a link to suppliers website is added to the text by Kespro. We kindly hope that the supplier also participates to the link building process by adding a link to kespro.com to their website.
- Kespro will provide the optimization of the text

Picture and logo:

- Please provide background picture and a logo
- 300 ppi, RGB-profiili
- 1400x500 px

See an example:

kespro.com/tuotteet/tuotemerkit

Please, provide the materials to:

kespro.digiaineisto@kesko.fi

Subject headline:

Kespro.com Brand Page + Company name

Contact person at Kespro:

Sanna Fagerlund
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KESPRO

Kespro.com article

MEDIA CARD 2026

Kespro.com is Kespro's online service, where we publish content that follows our seasonal themes and is relevant to our customers. The content is intended to provide tips and ideas for our customers, as well as to communicate about topical products and services.

Schedule

Kespro defines a more detailed publication schedule for the month, which has been agreed with the supplier.

The material for the article must be delivered no later than the first day of the month preceding the publication month or the following business day.

THEMES 2026

- 1-2 PROFITABILITY**
 - Efficiency for the kitchen, money for the till
- 3-4 EXPERIENTIALITY**
 - Build restaurant experiences
- 5-8 SEASONS**
 - Domestic growing season and summer flavours
- 9-10 SMOOTH LIFE**
 - Ease for professionals
- 11-12 DELICIOUSNESS**
 - Taste matters

NOTE!

Materials and images 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 in accordance with the agreement.

Kespro contact

Content Creator Ulla Telama
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Material instructions

Products appearing in Kespro.com articles must be in Kespro's product selection at the time of article publication. The articles are always agreed with Kespro's product manager. The materials are sent by e-mail.

Main content: value creation through solutions and tips, relevance

Supportive content: product inspiration

Segment: foodservice industry

Texts:

- Short and SEO-optimised headline (max. 70 characters)
- Lead paragraph (max. 256 characters)
- The text should also include a few subheadings
- Alternatively, Kespro can produce the article. The partner then provides Kespro with the background information necessary for creating the article. The creation method is always agreed with the product manager.

Images:

- Jpg format (preferably 300 ppi RGB profile)
- Main image and illustration images: landscape, max. size 1 MB (1,500 × 1,000)

Material delivery address: kespro.digiaineisto@kesko.fi

Include the following information in the subject field:

Kespro.com article + company name

IMPORTANT TO KESPRO

Articles published in Kespro.com should communicate high quality and expertise to our customers. Kespro reserves the right not to publish any articles that do not comply with our operations and values.