

Multichannel VinkkiSisältö

MEDIA CARD 2025

Aikataulu

Tips content 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	1.12.2024
FEBRUARY	1.1.2025
MARCH	1.2.2025
APRIL	1.3.2025
MAY	1.4.2025
JUNE	1.5.2025
JULY	-
AUGUST	HUOM! 1.6.2025
SEPTEMBER	1.8.2025
OCTOBER	2.9.2025
NOVEMBER	1.10.2025
DECEMBER	-

Material instructions and content contact person

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 kristina.sewon-aalto@kesko.fi

Include the following information in the subject field: Product
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 featured in the advertising slot, the campaign period and any illustration image.

Kespro's contact person for materials and content:

Kristina Sewón-Aalto
kristina.sewon-aalto@kesko.fi
Tel. +358 (0)50 566 4814

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