

Take Away solutions

MEDIA CARD 2027



The Take Away publication brings together solutions related to packaging, transportation and hygiene that make everyday life easier for customers in the restaurant industry.

The publication offers the possibility of content marketing, whether you wish to increase the visibility of your products or your brand.

Schedule

PUBLICATION VALID

Offers on materials for product manager

Materials / product images

Publication date

1.4.2027 onwards

11.1.2027

5.2.2027

31.3.2027

Material instructions

PRODUCTS WITH IMAGES

- Short marketing text about the product, product family or brand. (max 700 characters)
- Product image

BRAND ADVERTISEMENTS

- Size A4 / 1/1 page (210x297 mm + 5 mm trimming allowance)
- Size A5 horizontal / 1/2 page (210 x 147 mm + 5 mm trimming allowance)
- Print-ready PDF

TECHNICAL REQUIREMENTS

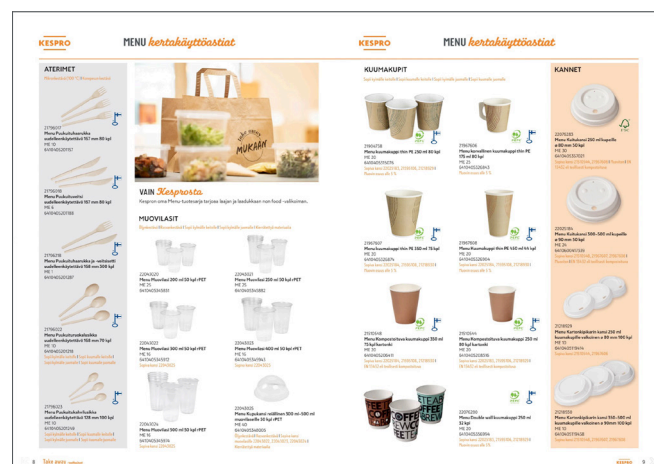
Logo, images and product images: Resolution 300 dpi, format eps/tiff/jpg. CMYK images: ISOcoated_v2_300_eci.icc
Pre-extracted product images, width around 8 cm.

Texts: Submit the texts directly to the publishing system.

Kespro contact person

Marketing Specialist Ulla Telama

ulla.telama@kesko.fi



Visibility

Gain visibility in the publication with take away products or groceries that fit the product category.

PRODUCT PICTURES 4 / 10 / 20 / 30 / 40 pcs

- Image and product information
- Marketing text ≤ 700 characters

BRAND AND FOOD ADVERTISEMENTS

- Size A4 / 1/1 page (210 x 297mm + 5 mm trimming allowance)
- Size A5 horizontal / 1/2 page (210 x 147mm + 5 mm trimming allowance)
- Print-ready PDF file, does not include layout

EDITORIAL BRAND AND FOOD ADVERTISEMENTS

- Size A4 / 1/1 page
- Size A5 / 1/2 page
- Product/vibe image and ≤ 700 characters text, includes advertisement layout

KESPRO