

LunchReach

MEDIA CARD 2027

Content

LunchReach Product Package includes:

- Product promotion in a customer-segmented newsletter Lunch
- Visual campaign product placement in the Lunch section of the Prosentti publication
- Promotional price campaign in Prosentti

LunchReach Brand Package includes:

- Small content feature in a customer-segmented newsletter Lunch
- Content article produced by Kespro on Kespro.com
- One-page advertisement in the Lunch section of the Prosentti publication

Materials – Product Package

The required materials for the LunchReach Product Package:

1. Product promotion in a customer-segmented newsletter Lunch

Product image. Product images must be available in Synkka Media.

2. Prosentti Lunch Campaign Product

Campaign-specific purchasing incentive or after-sales benefit, product image, product name, sales unit, EAN code, SAP code.

The partner provides the information according to the Prosentti media card schedule and content guidelines (see Prosentti media card).

Materials – Brand Package

The required materials for the Lunch Reach Brand Package:

One-page advertisement in the Lunch section of Prosentti publication
The partner provides a print-ready layout according to the Prosentti media card schedule and specifications (see Prosentti media card).

Kespro.com Article:

Desired angle or theme of the article
Lead product or product family and benefits for restaurants
Possible usage tips
Supporting images (1500×1000 px or original format)
If images are not provided, stock image bank visuals will be used.

Small content feature (newsletter placement)
Kespro manages the execution of the placement. No additional material delivery is required from the partner.



Contacts at Kespro

Product Manager – agreements, product selection for advertising

firstname.lastname@kesko.fi

Production

Newsletter: jaakko.valkiainen@kesko.fi

Prosentti publication: ulla.telama@kesko.fi

Article production: ulla.telama@kesko.fi

Materials – Brand Package:

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