

Juomatukku newsletter

MEDIA CARD 2024

Sent ten times per year to customers with alcohol serving licences, Kespro's popular Juomatukku (Beverage Wholesale) newsletter will also delight recipients in 2024. The already familiar advertising slots will be available also in 2024. See below for the attractive and inspiring themes of the 2024 newsletters.

Schedule and themes of the Juomatukku

Newsletter in 2024

The digital newsletter for beverage wholesale customers will be sent during the first week of each month. Materials must be submitted to Kespro in accordance with the instructions given by the 15th day of the preceding month or the nearest business day. *



Schedule

NEWSLETTER DATE THEME RELEASE WEEK DEADLINE FOR MATERIALS	January Beverage trends in 2024 1 Friday, 15 December 2023	NEWSLETTER DATE THEME RELEASE WEEK DEADLINE FOR MATERIALS	June Pizza, pasta and burger beverage recommendations 22 Friday, 17 May 2024
NEWSLETTER DATE THEME RELEASE WEEK DEADLINE FOR MATERIALS	February Sustainable choices 5 Friday, 12 January 2024	NEWSLETTER DATE THEME RELEASE WEEK DEADLINE FOR MATERIALS	August Autumn novelties and trade fair products 31 Friday, 12 July 2024
NEWSLETTER DATE THEME RELEASE WEEK DEADLINE FOR MATERIALS	March Low-alcohol and non-alcoholic beverages 9 Friday, 16 February 2024	NEWSLETTER DATE THEME RELEASE WEEK DEADLINE FOR MATERIALS	September Autumn novelties 35 Friday, 16 August 2024
NEWSLETTER DATE THEME RELEASE WEEK DEADLINE FOR MATERIALS	April Wines and beers for summer menus 14 Friday, 15 March 2024	NEWSLETTER DATE THEME RELEASE WEEK DEADLINE FOR MATERIALS	October Christmas parties, seasonal beverages 40 Friday, 13 September 2024
NEWSLETTER DATE THEME RELEASE WEEK DEADLINE FOR MATERIALS	May In the pink - terrace season trends for summer 2024 (focus: rosé wines and cocktails) 18 Friday, 12 April 2024	NEWSLETTER DATE THEME RELEASE WEEK DEADLINE FOR MATERIALS	November Sparkling wines and champagnes 44 Friday, 11 October 2024

* PLEASE NOTE:

All materials must be submitted according to the dates given in the table above. Instructions on materials are on the next page.

Materials submitted late cannot be accepted. For the agreed measures, we will charge as agreed.

KESPRO

Juomatuokku newsletter

MEDIA CARD 2024

Bookings

An agreement on all advertising slots is made in advance with Kespro's product manager.

Email: firstname.lastname@kesko.fi

Only after that, depending on the advertising slot, are the necessary materials to be sent by email to Jani Lampinen, Kespro's Digital Marketing Manager.

Material instructions

Content in **text format** should be submitted as email attachments in the doc, docx or txt format.

Images should be delivered as email attachments in the jpg format.

Image size minimum 72 dpi, RGB profile.

Any video links should be included in the same email as the rest of the materials.

When submitting materials, please enter the following in the subject field for information:

Materials for the alcohol newsletter/Agreed newsletter date (month)/Company name

Material delivery address: kespro.digiaineisto@kesko.fi

Kespro's contact person in all questions related to materials:

Jani Lampinen, Kespro's Digital Marketing Manager

jani.lampinen@kesko.fi, tel. +358 50 381 3442

ALCOHOL NEWSLETTER TOP BANNER

Defined by theme and time.



FEATURED PRODUCT HIGHLIGHT

IMAGE

Product image

jpg, RGB, min 72 dpi, 280 x 280 px

Product description

Text length max 450 characters



Corona Extra
0,5 l, 5,0% alc/vol

Vastuullista ostamista ja vastuullista kulutusta. Corona on maailman 100 suurinta alkoholiteollisuusyritystä. Kuitenkin meidän arvokas tehtävä on luoda vastuullista juomaa, joka on helppo, maistuva ja terveellinen.

2085099

2,25 €/pö
55,7 €/60 kpl

CONTENT AND VIDEO SLOT

Banner image

jpg, rgb, min 72 dpi, width 600 px, height 200–300 px

Header

The text should be concise and clear, with a maximum length of two lines. Approximately 40–80 characters, including spaces.

Text

Text length approximately 500–1,000 characters, including spaces.

Product description

Text length max 450 characters

Product image

jpg, RGB, min 72 dpi, 280 x 280 px

A video slot advertisement for Ciello Prosecco Rose Extra Dry. The video shows a man sitting at a table with three bottles of wine. The text "Katso video" is at the top. Below the video, the headline reads "Kolme herkullista roseeproseccoa kevääseen ja kesään!". The main text describes the wine's quality and availability. The product name "Ciello Prosecco Rose Extra Dry" and price "11,90 €/pö" are also displayed.