

ProS€ntti

MEDIA CARD 2025

Schedule

NO. 1

CAMPAIGN VALID: 8 JANUARY TO 3 MARCH 2025

CAMPAIGN PRICE VALID: 27 DECEMBER 2024 TO 3 MARCH 2025

Campaign product offers to the product manager 1 November 2024

Advertisement materials / product images 14 November 2024

Publication date 3 January 2025

NO. 2

CAMPAIGN VALID: 4 MARCH TO 5 MAY 2025

CAMPAIGN PRICE VALID: 25 FEBRUARY TO 5 MAY 2025

Campaign product offers to the product manager 2 January 2025

Advertisement materials / product images 16 January 2025

Publication date 26 February 2025

NO. 3 (INCL. ICE CREAM ATTACHMENT)

CAMPAIGN VALID: 6 MAY TO 1 SEPTEMBER 2025

CAMPAIGN PRICE VALID: 29 APRIL TO 1 SEPTEMBER 2025

Campaign product offers to the product manager 21 February 2025

Advertisement materials / product images 6 March 2025

Publication date 30 April 2025

NO. 4

CAMPAIGN VALID: 2 SEPTEMBER TO 3 NOVEMBER 2025

CAMPAIGN PRICE VALID: 26 AUGUST TO 3 NOVEMBER 2025

Campaign product offers to the product manager 13 June 2025

Advertisement materials / product images 27 June 2025

Publication date 27 August 2025

NO. 5

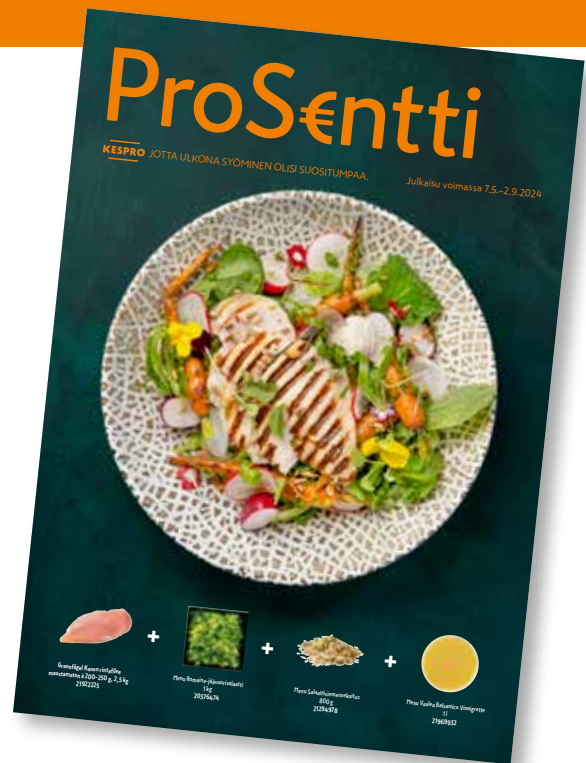
CAMPAIGN VALID: 4 NOVEMBER 2025 TO 4 JANUARY 2026

CAMPAIGN PRICE VALID: 28 OCTOBER 2025 TO 4 JANUARY 2026

Campaign product offers to the product manager 1 September 2025

Advertisement materials / product images 15 September 2025

Publication date 29 October 2025



IMPORTANT TO KESPRO:

We expect that our partners respect the campaign process work phases and schedules.

PLEASE NOTE: Information, advertisement materials and campaign product images to be included in the publication must be delivered in accordance with 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

ProS€ntti

MEDIA CARD 2025

Material instructions

CAMPAIGN PRODUCT SECTION:

Promotional product information must be delivered on schedule to the Kespro product manager.

Email: firstname.lastname@kesko.fi

Product images for campaign boxes

Technical requirements:

Resolution 300 dpi, format eps/tiff/jpg

CMYK images: ISOcoated_v2_300_eci.icc

Pre-extracted images, width around 8 cm.

Images to be extracted during production will be subject to a separate charge.

The images should reflect good quality and delicious taste and raise interest among foodservice professionals.

Send images to: kespro.aineistot.fi/prosentti

Mainostoimisto M1/kespro@m1.fi

You can also send a link or credentials to a photo gallery.

UUTUUSTUOTE SECTION:

The Uutuudet (New Products) section extensively displays new products selected for Kespro's range to foodservice professionals. The new products Excel spreadsheet must be delivered to Kespro's product manager in accordance with the media card's schedule.

-column 1/2 page new products leaflet (Excel)

contains **up to 5 products**. The text of a 1/2 page new products leaflet can be max 700 characters, including spaces.

-column 1/4 page new products leaflet (Excel)

includes **up to 2 products**. The text of a 1/4 page novelty leaflet can be max 430 characters, including spaces.

-advertisement material A4 (1/1 page) > See the instructions in the Advertisement Materials section (the next column). You should also include the note "Uutuus-ilmoitus" in the additional information section.

PRODUCT IMAGES FOR NEW PRODUCTS LEAFLETS

Technical requirements:

Resolution 300 dpi, format eps/tiff/jpg

CMYK images: ISOcoated_v2_300_eci.icc

Image width around 10 cm.

The images should reflect good quality and delicious taste, and raise interest among foodservice professionals.

Send images to kespro.aineistot.fi/prosentti

Mainostoimisto M1/kespro@m1.fi



ADVERTISEMENT MATERIALS:

- A4 (1/1 page)

210 x 297 mm + 5 mm bleed/300 dpi/CMYK colours

CMYK images: ISOcoated_v2_300_eci.icc

No text too close to the cut.

Print-ready materials as a PDF file.

Send the PDF to kespro.aineistot.fi/prosentti

Mainostoimisto M1/kespro@m1.fi

-210 X 147 horizontal (1/2 page)

210 x 147 + 5 mm bleed/300 dpi/CMYK colours

CMYK images: ISOcoated_v2_300_eci.icc

No text too close to the cut.

Print-ready materials as a PDF file.

Send the PDF to kespro.aineistot.fi/prosentti

Mainostoimisto M1/kespro@m1.fi

-back cover

210 x 267 mm + 5 mm bleed/300 dpi/CMYK colours

CMYK images: ISOcoated_v2_300_eci.icc

No text too close to the cut.

Print-ready materials as a PDF file.

Send the PDF to kespro.aineistot.fi/prosentti

Mainostoimisto M1/kespro@m1.fi

Printing house: Painotalo PunaMusta Oy

Material instructions: www.punamusta.com

Kespro contact person:

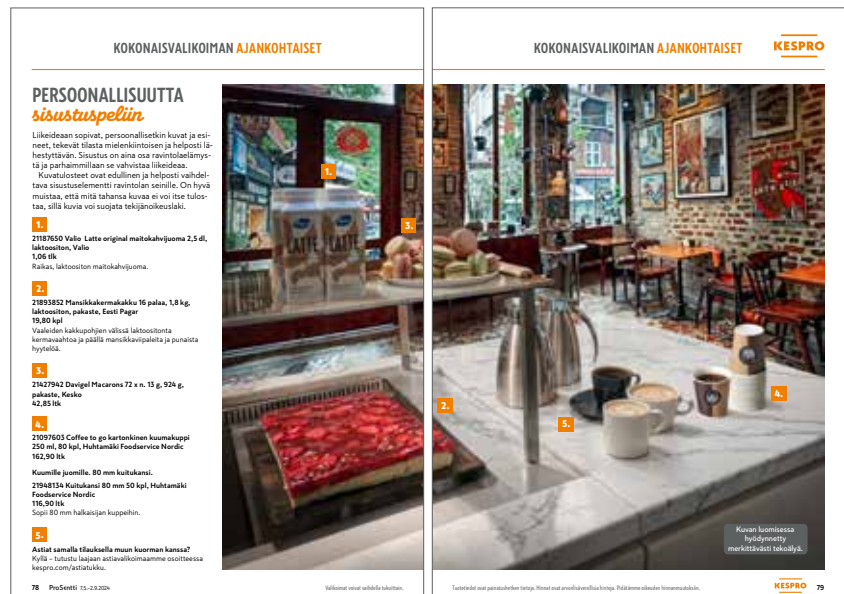
Päivi Nykopp, Marketing Planner

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KESPRO

ProS€ntti

MEDIA CARD 2025



Material instructions

NEW PRODUCTS IN THE OVERALL RANGE

- Introducing new products in the overall range.
- Products do not have to be included the chain range.
- Products will be presented with prices.
- On the spread, the supplier's products will be presented in an image including the order code, name, price and a prompt of max 40 characters.
- Kespro's marketing team is responsible for the prompt.
- One spread can present 5–15 products.
- The new products spread image will be created using artificial intelligence. Images provided by the supplier will be used for associative properties.
- There are several spreads in one publication. The products are presented in an attractive manner.

The information about the new products in the overall range must be submitted to Kespro's product manager in accordance with the schedule on the ProS€ntti media card.

Email: firstname.lastname@kesko.fi

Printing house: Painotalo PunaMusta Oy
Material instructions: www.punamusta.com

Kespro contact person:
Päivi Nykopp, Marketing Planner
paivi.nykopp@kesko.fi

KESPRO