



2021 MENU

Menu is Kespro's customer magazine for foodservice customers and other stakeholders. The magazine will be issued five times in 2021 with 14,200 copies. Issue 4/2021 will consist of 17,000 copies. The media information is valid starting from 1 September 2020 until further notice.

/ MAGAZINE PUBLISHER

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/ TECHNICAL INFORMATION

Size of the magazine	230 x 297 mm
Ruling distance	300 dpi
Trim	7 mm
Binding	Perfect binding
Prepress	Aste Helsinki Oy
Printing	Punamusta Oy

/ ADVERTISEMENT MATERIALS

<https://omailmoitukset.otavamedia.fi>
Material requirements: PDF

/ ADVERTISEMENTS

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/ SCHEDULE 2021

Issue	Advertisement reservations	Material deadline for advertisements	Magazine publication date
1	13 November 2020	11 December 2020	13 January 2021
2	8 January 2021	29 January 2021	3 March 2021
3	5 March 2021	16 April 2021	12 May 2021
4	4 June 2021	24 June 2021	26 August 2021
5	10 September 2021	15 October 2021	11 November 2021

/ ADVERTISEMENT SIZES

Size	Width	Height	
2/1	460 mm	297 mm	+ 7 mm trim
1/1	230 mm	297 mm	+ 7 mm trim
Back cover	230 mm	267 mm	+ 7 mm trim

/ PRESENTATIONS OF NEW PRODUCTS

Number of characters: 500–900 characters and a high resolution image file (300 dpi)

/ INSERTS

Insert max. 12 pages. Finished inserts are delivered to the address
Punamusta Oy, Kosti Aaltosen tie 9, FI-80140 Joensuu, Finland

