

Uutuudet

MEDIA CARD 2021

In the publication, we present new products selected for Kespro's product ranges in a visible and extensive way to professionals in the foodservice sector.

IMPORTANT FOR KESPRO:

We expect our partners to respect the work phases and schedules of the process.

NOTE: The information about the products to be included in the publication, advertising material and images must be delivered in accordance with the instructions and schedule. We do not accept material that arrives late.

We charge for marketing measures that have been agreed upon but not implemented in accordance with the agreement.



Schedule

ISSUE 1

VALID: 7.1.-1.3.2021

New product information Excel to the product manager 4.11.2020

Advertising material / product images 18.11.2020

Publication date 4.1.2021

ISSUE 2

VALID: 2.3.-3.5.2021

New product information Excel to the product manager 4.1.2021

Advertising material / product images 18.1.2021

Publication date 26.2.2021

ISSUE 3

VALID: 4.5. - 31.8.2021

New product information Excel to the product manager 19.2.2021

Advertising material / product images 9.3.2021

Publication date 30.4.2021

ISSUE 4

VALID: 1.9. - 2.11.2021

New product information Excel to the product manager 15.6.2021

Advertising material / product images 27.7.2021

Publication date 30.8.2021

ISSUE 5

VALID: 3.11.2020-6.1.2022

New product information Excel to the product manager 2.9.2021

Advertising material / product images 17.9.2021

Publication date 1.11.2021

Material instructions

• **COLUMN 1/2-PAGE NEW PRODUCT INFORMATION (EXCEL)**
includes **max. 5 products**. the text in a 1/2-page new product information sheet can be a maximum of 700 characters including spaces.

• **COLUMN 1/4-PAGE NEW PRODUCT INFORMATION (EXCEL)**
includes **max. 2 products**. the text in a 1/4-page new product information sheet can be a maximum of 430 characters including spaces.

• **PRODUCT IMAGES FOR NEW PRODUCT INFORMATION SHEETS**
CMYK images: ISOcoated_v2_300_eci.icc, resolution 300 dpi
Eps / tiff / jpg format, width of the image is about 10 cm.
Images should communicate quality and deliciousness, as well as awaken interest in foodservice professionals.

Delivery address for Excel template and images: kespro.aineistot.fi/uutuudet
Mainostoimisto M1 / kespro@m1.fi
You can also send a link for credentials for an image bank.

• **ADVERTISING MATERIAL A4 (1/1)**
297 x 210 mm + 5 mm trimming allowance
CMYK images: ISOcoated_v2_300_eci.icc, resolution 300 dpi
Print-ready material as a PDF file.
Delivery of advertisements to the following address: kespro.aineistot.fi/uutuudet
Mainostoimisto M1 / kespro@m1.fi

• **ADVERTISING MATERIAL ON THE COVER**
210 x 260 mm + 5 mm trimming allowance
PLEASE NOTE that calm space must be left above the advertisement so that the title of the magazine stands out clearly.
CMYK images: ISOcoated_v2_300_eci.icc, 300 dpi
(Paper: LumiArt 150 g)

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

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

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