

# Breakfast solutions

## MEDIA CARD 2026



### Schedule

<b>PUBLICATION VALID:</b>	<b>1.4.2026 onwards</b>
Offers on materials for product manager	12.1.2026
Materials / product images	6.2.2026
Publication date	30.3.2026

### Material instructions

#### TECHNICAL REQUIREMENTS

**Brand colour:** CMYK or RGB values

**Logo, images and product images:** Resolution 300 dpi, format eps/tiff/jpg. CMYK images: ISOcoated\_v2\_300\_eci.icc  
Pre-extracted product 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.

**Texts:** written directly to the material system.

Materials are submitted to the material system at:

[kespro.aineistot.fi/aamiaisjajalkiruokaratkaisut](https://kespro.aineistot.fi/aamiaisjajalkiruokaratkaisut)

Mainostoimisto M1 / kespro@m1.fi

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

**Printing house:** Painotalo PunaMusta Oy

**Material instructions:** [www.punamusta.com](http://www.punamusta.com)

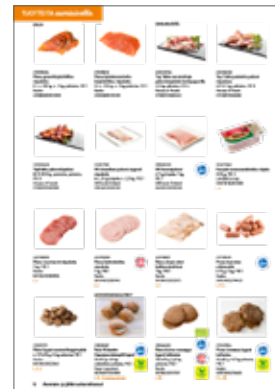
### Kespro contact person

Marketing Specialist Ulla Telama

[ulla.telama@kesko.fi](mailto:ulla.telama@kesko.fi)

#### IMPORTANT FOR KESPRO

We expect our partners to respect the stages and schedules of the campaign process.



#### PRODUCT CATEGORY SECTION

Product tile information

- SAP, EAN, product name, size, UoM
- Special diet markings
- around 8 cm extracted product image, see the material instructions



#### SOLUTION SECTION

Page character counts

Presentation of inspiration/solutions for the products in the product section

#### Solutions 1/1 page max 3 products

- Title max 40 characters
- Lead paragraph and body text max 700 characters
- Customer benefits and tips for use max 700 characters
- Tip and highlight text max 150 characters

#### Solutions 1/2 page, portrait orientation, 1 product

- Title max 40 characters
- Lead paragraph and body text max 700 characters

**KESPRO**

# Dessert solutions

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**Material instructions:** [www.punamusta.com](http://www.punamusta.com)

### Kespro contact person

Marketing Specialist Ulla Telama

[ulla.telama@kesko.fi](mailto:ulla.telama@kesko.fi)

#### IMPORTANT FOR KESPRO

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The Solutions Section is divided into three segments:

- Buffet Desserts
- Plated Desserts
- Ingredients for Desserts

**Implementation Models:**

- Full-page solutions: max. 3 products
- Half-page vertical layout: 1 product

#### SOLUTIONS SECTION

Page character counts



#### 1/1 page max 3 products

- Title max 40 characters
- Lead paragraph and body text max 700 characters
- Customer benefits and tips for use max 700 characters
- Tip and highlight text max 150 characters

#### 1/2 page, portrait orientation, 1 product

- Title max 40 characters
- Lead paragraph and body text max 700 characters