

Breakfast solutions

MEDIA CARD 2026

Schedule

PUBLICATION VALID: 1.4.2026 onwards
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

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

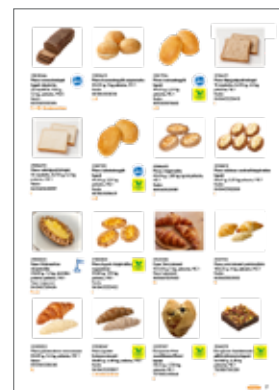
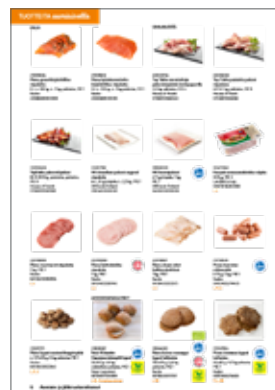
Kespro contact person

Marketing Planner Päivi Nykopp

paivi.nykopp@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

MEDIA CARD 2026



Schedule

PUBLICATION VALID:	1.4.2026 onwards
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

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

Kespro contact person

Marketing Planner Päivi Nykopp

paivi.nykopp@kesko.fi

IMPORTANT FOR KESPRO

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

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

KESPRO