

Partner's Brand Package

MEDIA CARD 2027

Multichannel Brand visibility on Kespro channels

Partners' brand package contains a search engine-optimized Brand page on Kespro.com with a brand specific selection of products available through Kespro and an article driving traffic to your brand page.

Together the brand page and the article form a seamless brand entity only a click away from the Kespro.net sales channel!

We also promote your brand to be a Brand of the Month and make publications on our social media based on your article.

To top it all off, you'll get a Prosentti Product Ad for one of your products and a Kespro.net Product Placement on the front page for a month!

Let your Brand shine bright with Kespro!

Content:

- The Partner Mini Package on Kespro.com containing a brand specific selection of products available through Kespro
- Kespro.com article to drive traffic to the Brand page and publication of the article on Kespro.com front page and all other pages relevant for the product
- Brand of the Month Banner on Kespro.com
- Social media publications based on the article
- 1 Prosentti Product Ad
- 1 Kespro.net Product Placement on front page for a month



Partner Mini

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The Partner Mini Package includes a search engine optimized brand page on the Kespro.com website. The brand page is just one click away from the Kespro.net sales channel.

The brand page features a selection of products available through Kespro, specific to the brand. The brand's story and core values are highlighted with a search engine optimized introduction, enhancing the page's online visibility. The introduction may present general information about the brand, product news, or key features and competitive advantages of the products.

Bookings

Book a slot with Kespro's product Manager by email:
first.name.lastname@kesko.fi

The product manager will inform you of the free slots and the onboarding process. Please note that the service will be delivered during the calendar month agreed upon by the product manager and the partner. A specific publication date will not be set for the service.

Material instructions

Please submit the brand introduction text, background image, logo and required URL links at least one (1) month before the beginning of the agreed publication month.

NECESSARY INFORMATION

- Introduction text (maximum length 260 words)
- Background image (1400 x 500 px)
- Logo (300 ppi, RGB color profile)
- URL links (a link to be included in the introduction text, and a link from your website directing visitors to the brand page)

Delivery address for materials: <https://kespro.aineistot.fi/>

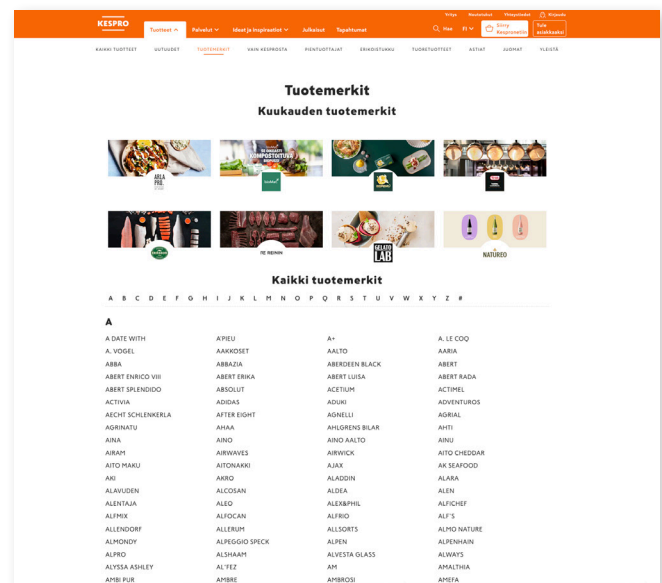
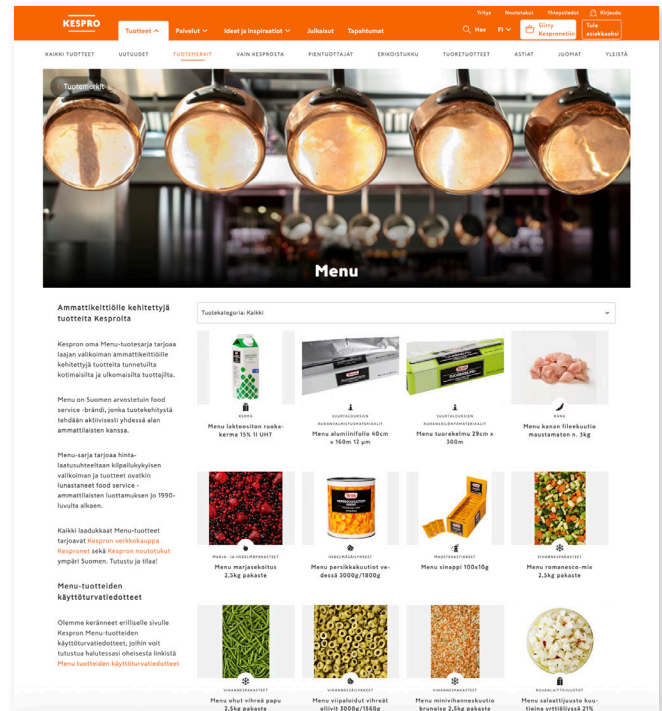
[kumppanin-brandipaketti/](#)

Kespro contact person

Digital Content Specialist Sanna Fagerlund

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+358 (0) 40 706 5818



KESPRO

Brand of the Month

MEDIA CARD 2027

The "Brand of the Month" banner placement features the promotion of the brand page by positioning it at the top of the brand pages section on the Kespro.com website for one month.

Bookings

Book a slot with Kespro's product Manager by email:
firstname.lastname@kesko.fi

The product manager will inform you of the free slots. Please note that the use of this service requires the purchase of the Kespro.com Brand Page service. The "Brand of the Month" banner placement will be activated on the first business day of the agreed month – or on the next working day if the first business day falls on a public holiday.

Material instructions

Please submit the background image and logo at least one (1) month before the beginning of the agreed campaign month.

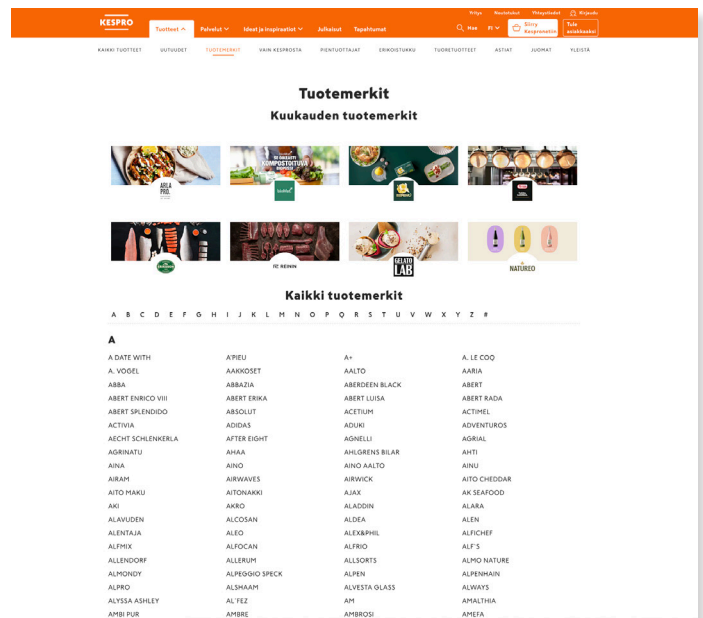
NECESSARY INFORMATION

- Background image (1400 x 500 px)
- Logo (300 ppi, RGB-profile)

Delivery address for materials: <https://kespro.aineistot.fi/kumppanin-brandipaketti/>

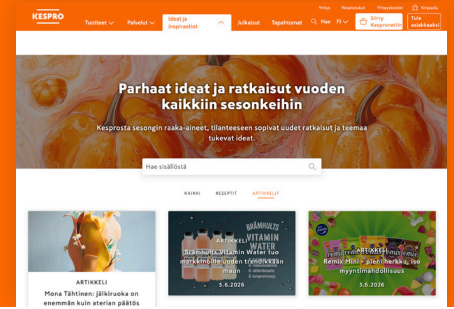
Contact information for any additional questions

Digital Content Specialist Sanna Fagerlund
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+358 (0) 40 706 5818



Kespro.com article

MEDIA CARD 2027



Kespro.com is Kespro's online service, where we publish content that follows our seasonal themes and is relevant to our customers. The content is intended to provide tips and ideas for our customers, as well as to communicate about topical products and services.

Schedule

Kespro defines a more detailed publication schedule for the month, which has been agreed with the supplier.

The material for the article must be delivered no later than the first day of the month preceding the publication month or the following business day.

THEMES 2027

- 1-2** PROFITABILITY
 - Efficiency for the kitchen, money for the till
- 3-4** EXPERIENTIALITY
 - Build restaurant experiences
- 5-8** SEASONS
 - Domestic growing season and summer flavours
- 9-10** SMOOTH LIFE
 - Ease for professionals
- 11-12** DELICIOUSNESS
 - Taste matters

NOTE!

Materials and images for an article must be submitted according to 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 contact

Marketing Specialist Ulla Telama
ulla.telama@kesko.fi
+358 (0) 50 384 2839

Material instructions

Products appearing in Kespro.com articles must be in Kespro's product selection at the time of article publication. The articles are always agreed with Kespro's product manager. The materials are sent by e-mail.

Main content: value creation through solutions and tips, relevance

Supportive content: product inspiration

Segment: foodservice industry

Texts:

- Short and SEO-optimised headline (max. 70 characters)
- Lead paragraph (max. 256 characters)
- The text should also include a few subheadings
- Alternatively, Kespro can produce the article. The partner then provides Kespro with the background information necessary for creating the article. The creation method is always agreed with the product manager.

Images:

- Jpg format (preferably 300 ppi RGB profile)
- Main image and illustration images: landscape, max. size 1 MB (1,500 × 1,000)

Material delivery address: kespro.digiaineisto@kesko.fi

Include the following information in the subject field:

Kespro.com article + company name

IMPORTANT TO KESPRO

Articles published in Kespro.com should communicate high quality and expertise to our customers. Kespro reserves the right not to publish any articles that do not comply with our operations and values.

KESPRO

ProS€ntti

MEDIA CARD 2027



Our price-driven offer publication, Prosentti, also offers ideas and inspiration for utilising the products in your own business. When you want to sell fair, be visible in Prosentti.

Schedule

N:O 1

Campaign valid	7.1.-1.3.2027
Campaign purchase price valid	25.12.2026-1.3.2027
Promotional product offers to product manage	30.10.2026
Advertisement materials/product images	12.11.2026
Publication date	4.1.2027

N:O 2

Campaign valid	2.3.-3.5.2027
Campaign purchase price valid	22.2.-3.5.2027
Promotional product offers to product manage	31.12.2026
Advertisement materials/product images	14.1.2027
Publication date	26.2.2027

N:O 3 (incl. Ice Cream Supplement)

Campaign valid	4.5.-30.8.2027
Campaign purchase price valid	27.4.-30.8.2027
Promotional product offers to product manage	26.2.2027
Advertisement materials/product images	11.3.2027
Publication date	29.4.2027

N:O 4

Campaign valid	31.8.-1.11.2027
Campaign purchase price valid	24.8.-1.11.2027
Promotional product offers to product manage	2.7.2027
Advertisement materials/product images	15.7.2027
Publication date	26.8.2027

N:O 5

Campaign valid	2.11.2027-2.1.2028
Campaign purchase price valid	26.10.2027-2.1.2028
Promotional product offers to product manage	3.9.2027
Advertisement materials/product images	16.9.2027
Publication date	28.10.2027

Important to Kespro

We expect our partners to respect the campaign process work stages 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.

ProS€ntti

MEDIA CARD 2027

Material instructions

PROMOTIONAL PRODUCT WITH IMAGE

The information and price quotation for the campaign products and the new Lunch supplement products will be delivered to Kespro's product manager according to the schedule by 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 must be delivered to Kespro's product manager according to the media card's schedule.

COLUMN 1/2 PAGE NEW PRODUCTS LEAFLET (EXCEL)

includes **up to 5 products**. The text of a 1/2 page novelty 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.

PRODUCT IMAGES FOR NEW PRODUCTS LEAFLETS

Technical requirements:

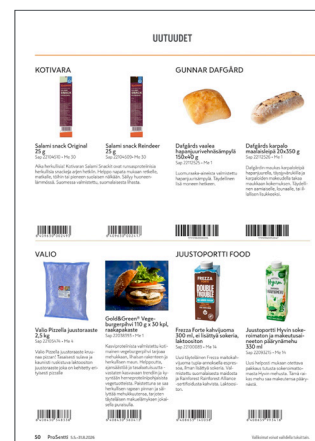
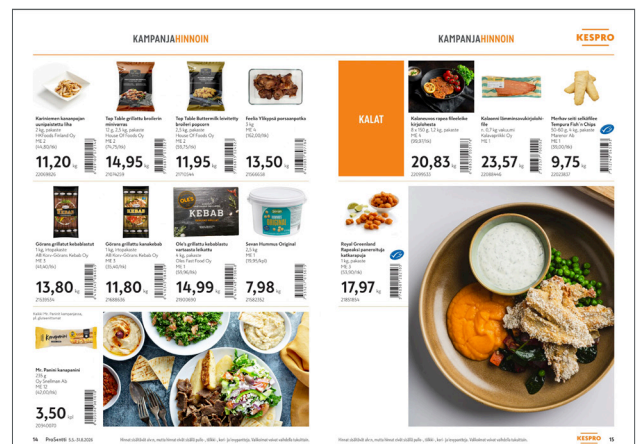
Resolution 300 dpi, format eps/tiff/jpg.

CMYK images: ISOcoated_v2_300_eci.icc

Image width is approximately 10 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.



Webstore product highlight

MEDIA CARD 2027 - Frontpage

Kespro's online store is Finland's largest foodservice procurement platform which a large portion of our customers use several times a week.

We strive to bring interesting and trending products, seasonal food items and personally targeted product highlights to our webstore's frontpage.

Product highlights are added to the best suited product carousel in the webstore's frontpage during the campaign period.

Schedule and instructions

Product highlights are always agreed with Kespro's product manager.

Email: firstname.lastname@kesko.fi

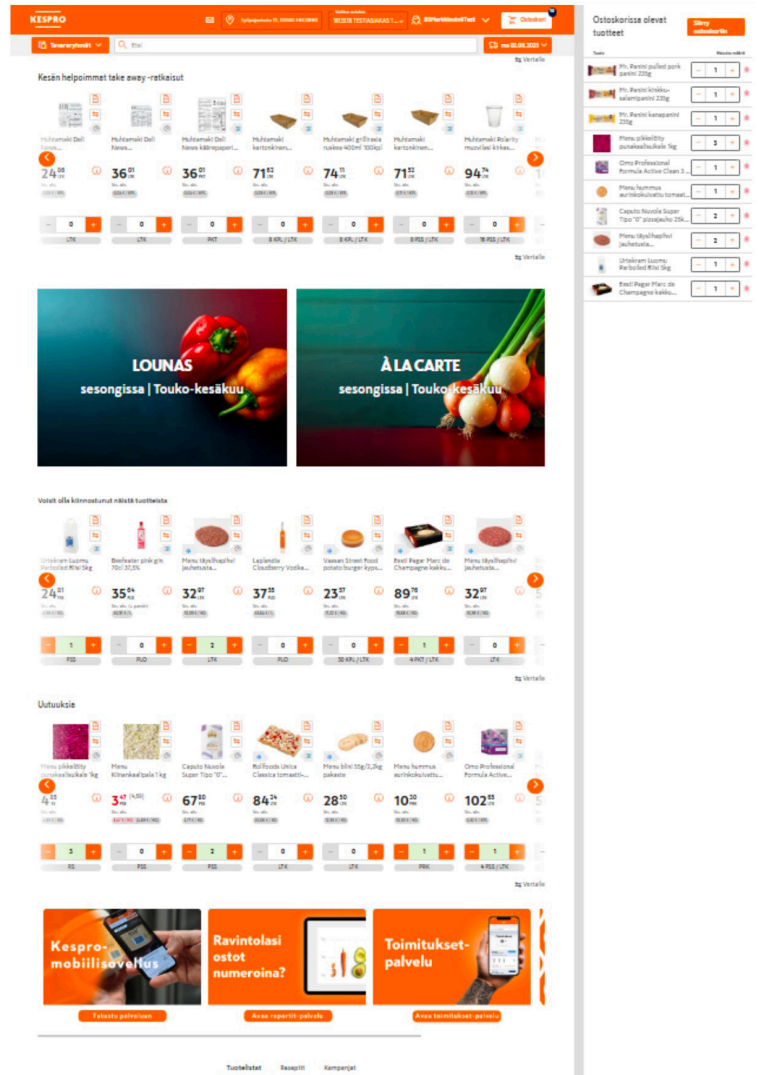
Product highlights on the webstore's frontpage are published in two-week periods in the order of the product manager's reservation. The product manager must be informed of which product the highlight is to be made from. Kespro's product image and product information are used in the product purchase. Product images must be stored in Synkka Media or Kesko's K DAM image bank

Marketing Contact Person

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