

Take away solutions

MEDIA CARD 2026

NON FOOD

The publication contains solutions for the packing, transporting and hygiene of food that simplify customer's everyday lives. In addition, it is possible to publish marketing content concerning products, product families or the brand in the editorial section.

Schedule

PUBLICATION VALID	1.4.2026 onwards
Offers on materials for product managers	12.1.2026
Advertisement material	6.2.2026
Publication date	30.3.2026

Material instructions

SOLUTIONS FOR PUBLICATION

Product information must be delivered to the Kespro product manager in accordance with the schedule in an Excel template.

TECHNICAL REQUIREMENTS

Logo, images and product images: 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 must reflect good quality and delicious taste, and raise interest among foodservice professionals.

Texts: Written directly in the material system.

Send the material to kespro.aineistot.fi/takeaway

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



PRODUCT CATEGORY SECTION

- Content marketing text about products, product families or the brand max 700 characters
- The text must be delivered to Kespro's product manager in Excel format.
- A product image, see the material instructions.

BRAND ADVERTISEMENT MATERIAL A4 (1/1 PAGE)

210 x 297 mm + 5 mm bleed/300 dpi/CMYK colours

CMYK images: ISOcoated_v2_300_eci.icc

No text too close to the cut.

Print-ready materials as a PDF file.

PDF delivery to the address: kespro.aineistot.fi/takeaway

Mainostoimisto M1/kespro@m1.fi

BRAND ADVERTISEMENT MATERIAL 210 X 147 HORIZONTAL (1/2 PAGE)

210 x 147 + 5 mm bleed/300 dpi/CMYK colours

CMYK images: ISOcoated_v2_300_eci.icc

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KESPRO

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GROCERIES

The publication presents a product and the inspiration and solutions behind the product family. The publication does not include product prices.

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Logo, images and product images: Resolution 300 dpi, format eps/tiff/jpg CMYK images: ISOcoated_v2_300_eci.icc
The images should reflect good quality and delicious taste, and raise interest among hospitality professionals.
Texts: Written directly in the material system.

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

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TAKEAWAY FOOD SOLUTIONS

Page character counts

ADVERTISEMENT MATERIAL A4 (1/1 PAGE)

210 x 297 mm + 5 mm bleed/300 dpi/CMYK colours
CMYK images: ISOcoated_v2_300_eci.icc
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ADVERTISEMENT MATERIAL 1/2 PAGE

- Title max 50 characters
- Editorial solution/recipe max 700 characters
- 1 image, see the material instructions

KESPRO