

# LunchReach

## MEDIA CARD 2026

### Content

#### LunchReach Package Product contains:

- Product advertisement in a newsletter targeted at the Lunch customer segment.
- A campaign product with image featured in the Lunch section of the Prosentti publication.
- Prosentti price campaign

#### LunchReach Package Brand contains:

- Small content highlight – ad placement in a newsletter targeted at the Lunch customer segment.
- Content article produced by Kespro on the Kespro.com website.
- One-page advertisement in one of the Lunch sections of the Prosentti publication

### LunchReach Package Product materials

#### Product feature in a newsletter targeted to the Lunch customer segment:

Product image. The product images used in the service must be available in Synkka Media.

#### Campaign product with image in the lunch section of the Prosentti publication:

Campaign-specific purchase price or campaign-specific rebate, product image, product name, sales unit, EAN code, SAP code.

The partner delivers the information according to the timeline and content specifications outlined in the Prosentti media card. (See Prosentti media card)

### LunchReach Package Brand materials

#### Full-page ad placement in the lunch section of the Prosentti publication:

The partner delivers the final print-ready ad material according to the timeline and content specifications outlined in the Prosentti media card. (See Prosentti media card)

#### Kespro.com article:

Desired angle for the story  
Highlight product or product family and its benefits for restaurants  
Possible usage tips for the product  
Mood images (size 1500x1000 or original). If no image is provided, the article will be illustrated with images from a commercial image bank.

#### Small Content Highlight ad placement:

Kespro is solely responsible for producing this placement. No separate materials are required from the partner.



### Contacts at Kespro

Product Manager Contracts, selection of the product to be advertised  
[firstname.lastname@kesko.fi](mailto:firstname.lastname@kesko.fi)

#### Services

Newsletter [jaakko.valkiainen@kesko.fi](mailto:jaakko.valkiainen@kesko.fi)

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

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

Article materials to be sent [kespro.digiaineisto@kesko.fi](mailto:kespro.digiaineisto@kesko.fi)

## Description of Kespro's Marketing Service Content:

# LunchReach Package

LunchReach Package, hereinafter referred to as the Service, is a marketing campaign implemented through Kespro's channels. It is built and partially targeted based on Kespro's customer segment purchasing behavior classification. The Service is specifically targeted at the contacts of lunch restaurants within Kespro's private HoReCa sector

## Service Features:

There are two (2) available options for the service: LunchReach Package Product and LunchReach Package Brand. The selected option is defined in the marketing agreement. There are five (5) different time periods available for the service. The selected period is specified in the marketing agreement.

The service includes visibility in a newsletter targeted to the Lunch customer segment. The newsletter's send date will fall within the selected service period.

The service includes visibility in the lunch section of the Prosentti publication. This section features products suitable for lunch, categorized into main ingredients and supporting products. The section also includes full-page advertisements. Product placement is managed by Kespro. Visibility is valid for the duration of the selected Prosentti publication period.

The service includes a price campaign that is valid for the duration of the selected Prosentti publication period. You can choose from five (5) different periods, and the selected period is defined in the marketing agreement. The price campaign is valid for customers in Kespro's private HoReCa sales channel.

For LunchReach Package Brand, the service also includes a content article produced by Kespro, published on the Kespro.com website.

## Service content produced by Kespro for the partner:

### LunchReach Package Product contains:

1. One (1) product feature ad in a newsletter targeted based on the Lunch customer segment. The product feature includes a product image, a link to the product page in Kespro's online store, the product name, SAP code, and the campaign price valid during the promotion.
2. One (1) campaign product placement with image in the lunch section's campaign price box of one (1) issue of the Prosentti publication, both in print and in the digital edition. The price box includes the product image, product name, sales unit, EAN code, SAP code, and campaign price.
3. A price campaign valid for the duration of the selected Prosentti publication issue, targeted at customers in Kespro's private HoReCa sales channel

### LunchReach Package Brand contains:

1. One (1) Small Content Highlight ad placement in a newsletter targeted to the Lunch customer segment. The ad placement includes an image, a headline, body text, and a link.
2. Kespro is responsible for producing the Small Content Highlight ad placement. Kespro will select a suitable image and create the text content. No separate materials or content are required from the partner.
3. One (1) full-page ad placement in the lunch section of one (1) issue of the Prosentti publication, both in print and in the digital edition. The ad will appear on an inside page of the lunch section, and Kespro will determine the exact page location. Kespro will format the ad materials provided by the partner for the Prosentti publication.
4. A content article produced by Kespro for the Lunch segment, published on the Kespro.com website. The article will be 2,500–3,000 characters in length. Kespro will send the article to the partner for review before publication

## Service Implementation Terms

The product advertised in the service must be part of Kespro's assortment at the time of implementation. Products that are not yet included in the assortment or have been removed from it before implementation cannot be advertised through the service

## Prosentti – Publication Schedule

Issue 1: Published on 05.01.2026, valid from 08.01 to 02.03.2026

Issue 2: Published on 27.02.2026, valid from 03.03 to 04.05.2026

Issue 3: Published on 30.04.2026, valid from 05.05 to 31.08.2026 (summer issue includes the "Summer Ice Creams" supplement)

Issue 4: Published on 27.08.2026, valid from 01.09 to 02.11.2026

Issue 5: Published on 29.10.2026, valid from 03.11.2026 to 03.01.2027

The Prosentti campaign product add or advertisement and the article and the newsletter will be published and/or sent during the chosen period.

## Other Considerations

The gross size of the lunch customer segment is 6,500 contacts (5,300 unique email addresses). The segment size was verified in April 2025. Delivery or opening of the message is not guaranteed

