

ProS€ntti Ice cream appendix

MEDIA CARD 2026

A separate online magazine from the Ice Cream appendix from April 1 to August 31, 2026. The Ice Cream appendix is also included in Prosentti issue no. 3, which is valid from May 5 to August 31, 2026. Campaign product information will be delivered according to the schedule to Kespro's product manager via email (etunimi.sukunimi@kesko.fi).

Schedule

PROSENTTI 3 ICE CREAMS PDF AND ONLINE MAGAZINE

Campaign valid	1.4.-31.8.2026
Campaign price valid	25.3.-31.8.2026
Campaign product offers to the product manager	30.1.2026
Advertisement materials/product images	12.2.2026
Publication date (online magazine)	30.4.2026

Material instructions

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 hospitality professionals.
 Send images to: kespro.aineistot.fi/prosenttijaatelot
 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



ADVERTISEMENT MATERIALS 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.
 Send the PDF to kespro.aineistot.fi/prosenttijaatelot
 Mainostoimisto M1/kespro@m1.fi

ADVERTISEMENT MATERIALS 210 X 147 HORIZONTAL (1/2 PAGE)

210 x 147 + 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.
 Send the PDF to kespro.aineistot.fi/prosenttijaatelot
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1/1 sample advertisement



1/2 sample advertisement

Kespro contact person

Marketing Planner Päivi Nykopp
paivi.nykopp@kesko.fi

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