

Partner Premium

MEDIA CARD 2027

Contents

The Partner Premium Package includes:

- **An article in Menu magazine written by the editor**
Partner provides background information and images and the editor of Menu magazine creates the final content.
- **Article from Menu magazine published on Kespro.com**
Kespro edits the article from Menu magazine to make it suitable for publication on Kespro.com
- **A content in the Kespro newsletter**
Kespro produces the content based on the web article. The newsletter links to the article on Kespro.com
- **Publication on Facebook and Instagram**
Kespro carries out social media publications using the text and images of the online article
- **Advertising of social media publications**
Kespro advertises publications on social media platforms
- **Product highlights in the webstore**
The partner is responsible for providing Kespro with information on (4) products to be highlighted

Kespro Contacts

Agreements, selection of products to be advertised

Product Manager: firstname.lastname@kesko.fi

Production of the service

Menu magazine: Heidi Voutilainen heidi.voutilainen@kesko.fi

Digital operations: Sanna Fagerlund sanna.fagerlund@kesko.fi

Materials

The service materials are:

1. **Preliminary information for the magazine article**
The partner will submit a content brief for the magazine article. This includes the content perspective and printable (300 dpi) images.
2. **Products for online store and digital displays**
The partner will submit information for four (4) products for Kespro webstore and cash & Carry digital displays via a separate form according to the agreed schedule.

Schedules and Deadlines

- **Section 1 / Menu Magazine 1 (January-February)**
Menu advance information Deadline 15.10.2026
Product information for product manager DL 1.12.2026
- **Section 2 / Menu Magazine 2 (March-April)**
Menu advance information Deadline 30.11.2026
Product information for product manager DL 1.2.2027
- **Section 3 / Menu Magazine 3 (May-August)**
Menu advance information Deadline 15.1.2027
Product information for product manager DL 1.4.2027
- **Section 4 / Menu Magazine 4 (September-October)**
Menu advance information Deadline 30.3.2027
Product information for product manager DL 1.8.2027
- **Section 5 / Menu Magazine 5 (November-December)**
Menu advance information Deadline 30.8.2027
Product information for product manager DL 1.10.2027

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