

# BREAKFAST solutions

## MEDIA CARD 2025



### Schedule

**PUBLICATION VALID:** 3 FEBRUARY 2025 onwards  
 Offers on materials for product manager 18 November 2024  
 Materials / product images 10 December 2024  
 Publication date 31 January 2025

### Material instructions

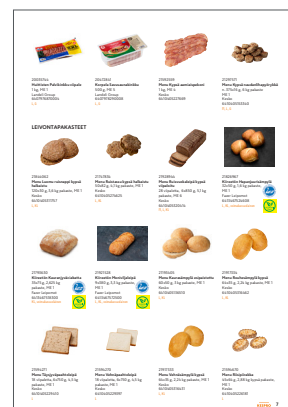
#### TECHNICAL REQUIREMENTS:

Brand colour: CMYK or RGB values  
 Logo, images and product images: Resolution 300 dpi, format eps/tiff/jpg. CMYK images: ISOcoated\_v2\_300\_eci.icc  
 Pre-extracted product 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.  
 Texts: written directly to the material system.  
 Materials are submitted to the material system at: [kespro.aineistot.fi/aamiaisjajalkiruokaratkaisut](mailto:kespro.aineistot.fi/aamiaisjajalkiruokaratkaisut)  
 Mainostoimisto M1/kespro@m1.fi  
 You can also send a link or credentials to a photo gallery.

Printing house: PunaMusta Oy  
 Material instructions: [www.punamusta.com](http://www.punamusta.com)

Kespro contact person:  
 Päivi Nykopp, Marketing Planner  
[paivi.nykopp@kesko.fi](mailto:paivi.nykopp@kesko.fi)

### Product category section



#### Product tile information

- SAP, EAN, product name, size, UoM
- Special diet markings
- around 8 cm extracted product image, see the material instructions

### Solution section

#### Page character counts



Presentation of inspiration/solutions for the products in the product section

#### Solutions 1/1 page max 3 products

- Title max 40 characters
- Lead paragraph and body text max 700 characters
- Customer benefits and tips for use max 700 characters
- Tip and highlight text max 150 characters.

#### Solutions 1/2 page, portrait orientation, 1 product

- Title max 40 characters
- Lead paragraph and body text max 700 characters

**KESPRO**

# DESSERT solutions

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### Schedule

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The solution section is divided into three segments

- Buffet dessert
- Dish dessert
- Ingredients for desserts

**Implementation models:**

- Solutions 1/1 page max 3 products
- Solutions 1/2 page, portrait orientation, 1 product

### Material instructions

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 Päivi Nykopp, Marketing Planner  
[paivi.nykopp@kesko.fi](mailto:paivi.nykopp@kesko.fi)

### Solution section

- page character counts



**1/1 page max 3 products**

- Title max 40 characters
- Lead paragraph and body text max 700 characters
- Customer benefits and tips for use max 700 characters
- Tip and highlight text max 150 characters.



**1/2 page, portrait orientation, 1 product**

- Title max 40 characters
- Lead paragraph and body text max 700 characters