

Partner's Brand Package

MEDIA CARD 2026

Multichannel Brand visibility on Kespro channels

Partners' brand package contains a search engine-optimized Brand page on Kespro.com with a brand specific selection of products available through Kespro and an article driving traffic to your brand page

Together the brand page and the article form a seamless brand entity only a click away from the Kespro.net sales channel!

We also promote your brand to be a Brand of the Month and make publications on our social media based on your article

To top it all off, you'll get a Prosentti Product Ad for one of your products and a Kespro.net Product Placement on the front page for a month!

Content:

Search engine-optimized Brand page on Kespro.com containing a brand specific selection of products available through Kespro

Kespro.com article to drive traffic to the Brand page and publication of the article on Kespro.com front page and all other pages relevant for the product

Brand of the Month Banner on Kespro.com

Social media publications based on the article

1 Prosentti Product Ad

Let your Brand shine bright with Kespro!

1 Kespro.net Product Placement on front page for a month



KESPRO

Brand of the Month

MEDIA CARD 2026

The "Brand of the Month" banner placement features the promotion of the brand page by positioning it at the top of the brand pages section on the Kespro.com website for one month.

Bookings

Book a slot with Kespro's product Manager by email:
firstname.lastname@kesko.fi

The product manager will inform you of the free slots. Please note that the use of this service requires the purchase of the Kespro.com Brand Page service. The "Brand of the Month" banner placement will be activated on the first business day of the agreed month – or on the next working day if the first business day falls on a public holiday.

Material instructions

Please submit the background image and logo at least one (1) month before the beginning of the agreed campaign month.

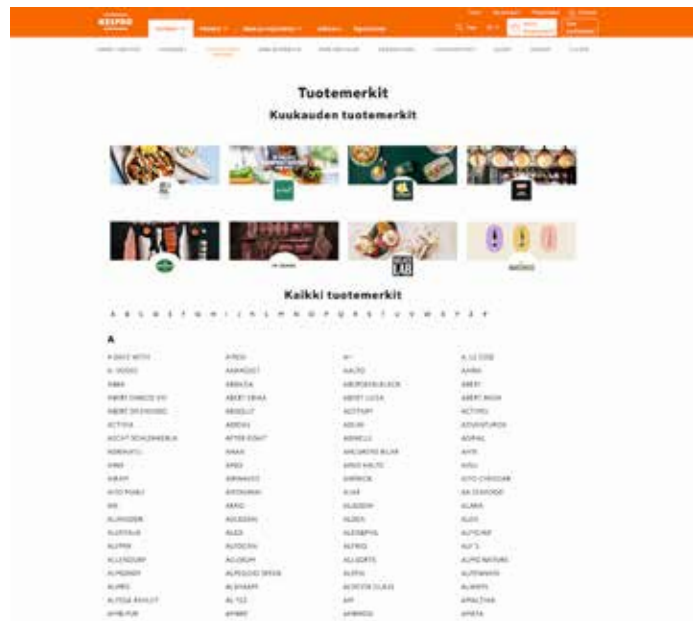
NECESSARY INFORMATION

- Background image (1400 x 500 px)
- Logo (300 ppi, RGB-profile)

Delivery address for materials: kespro.digiaineisto@kesko.fi
Information in the subject field: [kespro.com](https://www.kespro.com) brand of the month + name of the company and the brand

Contact information for any additional questions

Sanna Fagerlund
Digital Content Specialist
email: sanna.fagerlund@kesko.fi
phone: +358 (0) 40 706 5818



Kespro.com article

MEDIA CARD 2026

Kespro.com is Kespro's online service, where we publish content that follows our seasonal themes and is relevant to our customers. The content is intended to provide tips and ideas for our customers, as well as to communicate about topical products and services.

Schedule

Kespro defines a more detailed publication schedule for the month, which has been agreed with the supplier.

The material for the article must be delivered no later than the first day of the month preceding the publication month or the following business day.

THEMES 2026

- 1-2 PROFITABILITY**
 - Efficiency for the kitchen, money for the till
- 3-4 EXPERIENTIALITY**
 - Build restaurant experiences
- 5-8 SEASONS**
 - Domestic growing season and summer flavours
- 9-10 SMOOTH LIFE**
 - Ease for professionals
- 11-12 DELICIOUSNESS**
 - Taste matters

NOTE!

Materials and images for an article must be submitted according to the instructions and on schedule. Any late materials will not be accepted. Agreed but unrealised marketing measures will be charged in accordance with the agreement.

Kespro contact

Content Creator Ulla Telama
email: ulla.telama@kesko.fi
phone +358 (0) 50 384 2839



Material instructions

Products appearing in Kespro.com articles must be in Kespro's product selection at the time of article publication. The articles are always agreed with Kespro's product manager. The materials are sent by e-mail.

Main content: value creation through solutions and tips, relevance

Supportive content: product inspiration

Segment: foodservice industry

Texts:

- Short and SEO-optimised headline (max. 70 characters)
- Lead paragraph (max. 256 characters)
- The text should also include a few subheadings
- Alternatively, Kespro can produce the article. The partner then provides Kespro with the background information necessary for creating the article. The creation method is always agreed with the product manager.

Images:

- Jpg format (preferably 300 ppi RGB profile)
- Main image and illustration images: landscape, max. size 1 MB (1,500 × 1,000)

Material delivery address: kespro.digiaineisto@kesko.fi

Include the following information in the subject field:

Kespro.com article + company name

IMPORTANT TO KESPRO

Articles published in Kespro.com should communicate high quality and expertise to our customers. Kespro reserves the right not to publish any articles that do not comply with our operations and values.

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Schedule

NRO 1

Campaign valid	8.1.–2.3.2026
Campaign price valid	26.12.2025–2.3.2026
Campaign product offers to the product manager	31.10.2025
Advertisement materials/product images	13.11.2025
Publication date	5.1.2026

NRO 2

Campaign valid	3.3.–4.5.2026
Campaign price valid	23.2.–4.5.2026
Campaign product offers to the product manager	2.1.2026
Advertisement materials/product images	15.1.2026
Publication date	27.2.2026

NRO 3 (incl. ice cream attachment)

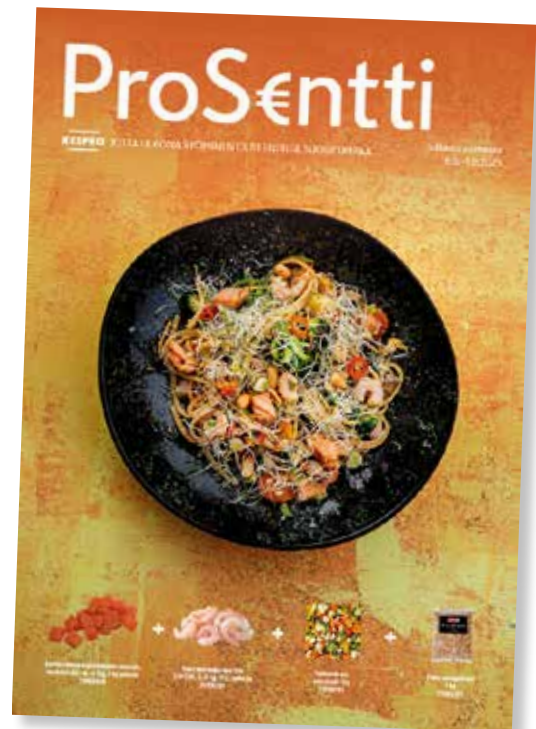
Campaign valid	5.5.–31.8.2026
Campaign price valid	28.4.–31.8.2026
Campaign product offers to the product manager	27.2.2026
Advertisement materials/product images	12.3.2026
Publication date	30.4.2026

NRO 4

Campaign valid	1.9.–2.11.2026
Campaign price valid	25.8.–2.11.2026
Campaign product offers to the product manager	3.7.2026
Advertisement materials/product images	16.7.2026
Publication date	27.8.2026

NRO 5

Campaign valid	3.11.2026–3.1.2027
Campaign price valid	27.10.2026–3.1.2027
Campaign product offers to the product manager	4.9.2026
Advertisement materials/product images	17.9.2026
Publication date	29.10.2026



IMPORTANT FOR KESPRO

We expect our partners to respect the stages and schedules of the campaign process.

PLEASE NOTE! Information, advertising materials, and images for campaign products to be included in the publication must be submitted according to the provided guidelines and within the specified timeline. We do not accept materials submitted after the deadline. Marketing activities that were agreed upon but not executed will be charged according to the terms of the agreement.

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Material instructions

CAMPAIGN PRODUCT SECTION

Information about campaign products and new Lunch campaign products must be delivered on schedule to the Kespro product manager. (etunimi.sukunimi@kesko.fi).

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 foodservice professionals.

Send images to: kespro.aineistot.fi/prosentti

Mainostoimisto M1/kespro@m1.fi

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

UUTUUSTUOTE SECTION:

The Uutuudet (New Products) section extensively displays new products selected for Kespro's range to foodservice professionals. The new products Excel spreadsheet must be delivered to Kespro's product manager in accordance with the media card's schedule.

COLUMN 1/2 PAGE NEW PRODUCTS LEAFLET (EXCEL)

contains **up to 5 products**. The text of a 1/2 page new products leaflet can be max 700 characters, including spaces.

COLUMN 1/4 PAGE NEW PRODUCTS LEAFLET (EXCEL)

includes **up to 2 products**. The text of a 1/4 page novelty leaflet can be max 430 characters, including spaces.

PRODUCT IMAGES FOR NEW PRODUCTS LEAFLETS

Technical requirements:

Resolution 300 dpi, format eps/tiff/jpg

CMYK images: ISOcoated_v2_300_eci.icc

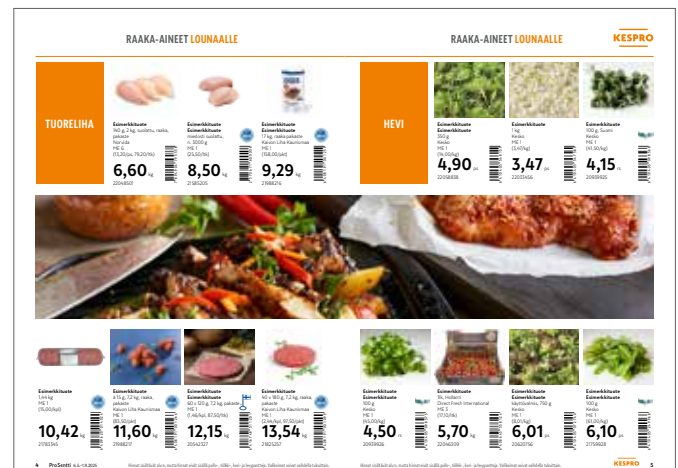
Image width around 10 cm.

The images should reflect good quality and delicious taste, and raise interest among foodservice professionals.

Send images to: kespro.aineistot.fi/prosentti

Mainostoimisto M1/kespro@m1.fi

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



KESPRO

Webstore product highlight - Frontpage

MEDIA CARD 2026

Kespro's online store is Finland's largest foodservice procurement platform which a large portion of our customers use several times a week.

We strive to bring interesting and trending products, seasonal food items and personally targeted product highlights to our webstore's frontpage.

Product highlights are added to the best suited product carousel in the webstore's frontpage during the campaign period.

Aikataulu ja ohjeet

Product highlights are always agreed with Kespro's product manager.
Email: firstname.lastname@kesko.fi

Product highlights on the webstore's frontpage are published in two-week periods in the order of the product manager's reservation. The product manager must be informed of which product the highlight is to be made from.

Kespro's product image and product information are used in the product purchase. Product images must be stored in Synkka Media or Kesko's K DAM image bank.

Marketing Contact Person

Jani Lampinen
jani.lampinen@kesko.fi
+358 40 381 3442

