

# Multichannel Premium Package

## MEDIA CARD 2026

*Multichannel Premium Package is a combination of inspirational and tactical content from selected partners – the goal is to support themes which aid business growth and customer engagement.*

### IMPORTANT VALUES FOR KESPRO:

At Kespro, we value expertise and quality in all our marketing communications activities targeted at food service wholesalers. Thus, poor quality content or content against our principles may not be published.

#### NB:

Content required for the articles (e.g. text, artwork, product information) must be provided by the vendor according to the agreed schedule with Kespro.

Delayed content will not be accepted. The vendor will be charged according to the agreement for agreed, yet unrealized marketing operations due to the vendor.

### Schedule & Instructions

The process is negotiated in agreement with Kespro's Product Manager responsible for the product category in question.

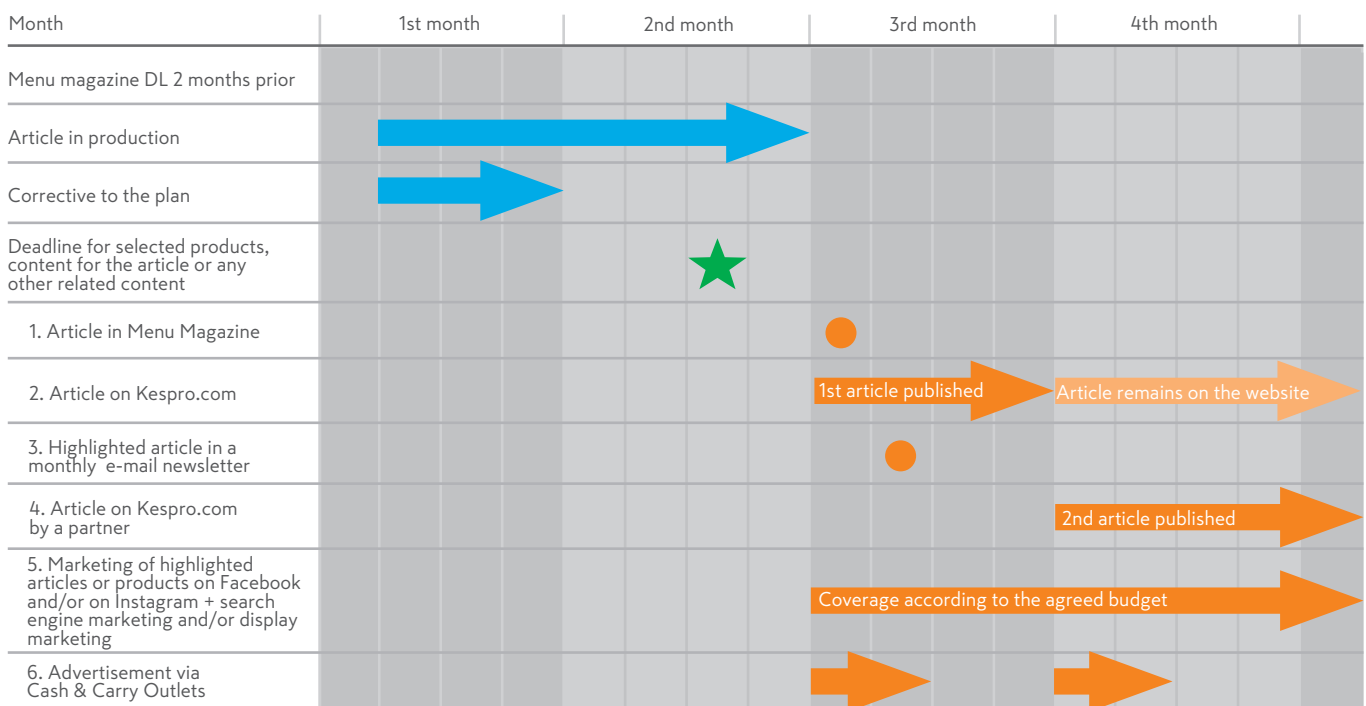
Premium packages follow the periods of Menu magazine. The package can be started in January, March, May, September or November.

The more detailed material instructions for the Premium package will be delivered no later than 3 months before the publication date of the selected period in Menu magazine.

The partner will deliver the necessary information and materials according to the instructions in the message.

The article in Menu magazine and Kespro.com will be published during the same month. The article in Kespro.com produced by the partner will be published approximately one month after the first article.

### Approximate schedule



- Kespro & Partner
- Partner
- Kespro

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## Content instructions

- Article in Menu Magazine by Kespro's reporter**
  - Kespro's journalist will produce the content in whole, except the partner will provide background information and images.
- Article in Menu Magazine / Digitized to Kespro.com**
  - If needed, Kespro will adjust the content suitable for online publication.
- Article in Menu Magazine / Digitized to the monthly "Kuulumisia Kesprosta" e-mail newsletter**
  - Kespro produces an introduction chapter and artwork.
- Article on Kespro.com by a partner**
  - The partner is responsible for providing content according to the instructions.
- Marketing of highlighted articles on Facebook and/or on Instagram**
  - Kespro implements social media publications using text and images from online articles
- Product highlights in Kespro webstore**
  - The partner is responsible for providing the information about the products selected.

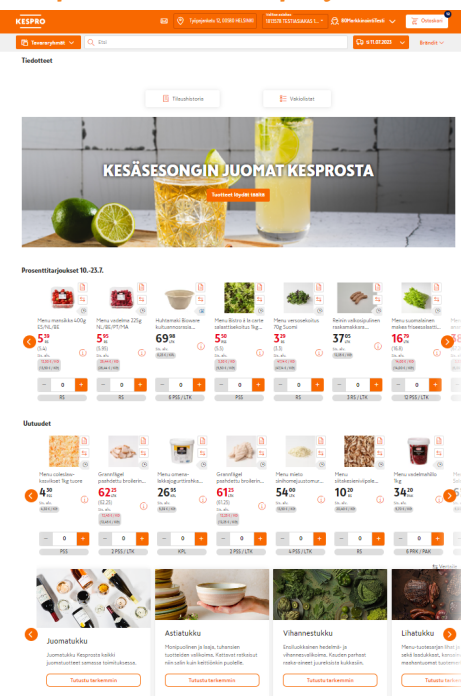
## Menu Magazine



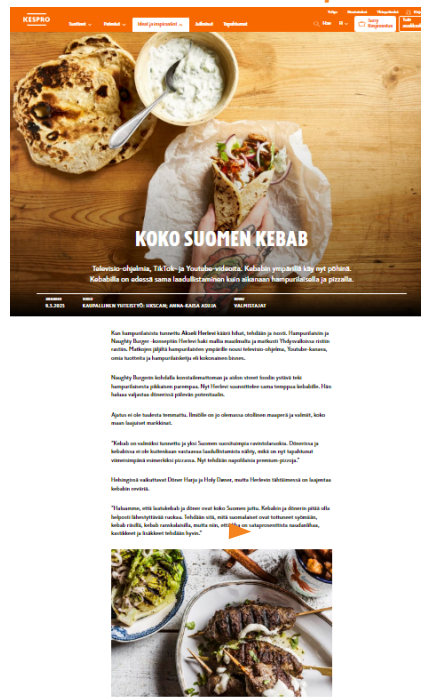
## E-mail Marketing



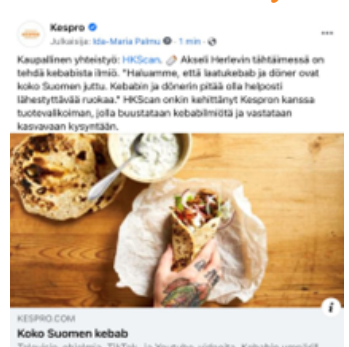
## Kespronet + Store displays



## Kespro.com



## Facebook & Instagram



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