

# Newsletter brief for Stockmann branded newsletters:

Please read this brief before providing materials for Stockmann newsletters.

Please provide the following materials:

- Ready copy texts in Finnish. If you do not have the chance to provide Finnish texts, English copies will be translated by the Newsletter Specialist at Stockmann
- Ready photos in the correct sizes as jpg. files.
- Subject line for the email
- CTA texts
- Links to the landing pages/products on the Stockmann website
- Please note: If the product is still unavailable on the Stockmann website then please provide a vendor number so we can easily track it and make sure the products have arrived

Blocks:

- There are different blocks and image sizes available to use
- Please choose from the following examples:

- 1 main content block in size (always needed) Portrait: 600 x 770

Landscape: 600 x 340

- 1-4 other content blocks (600x600 or 300x400)

-1 product image block if wanted 150 x 200

Please see examples of the blocks and links to example newsletters in the following pages.



Autumn's home treasures

Discover the season's design treasures, which will brighten both daily life and special moments.

[SHOP NOW](#)



Autumn's new favourite scents

Choose your favourite new scents that will complete any outfit.

[SHOP COSMETICS](#)



No bad hair days

Find your new favourites from a large selection of hair products.

[SHOP NOW](#)

- |   |   |   |  |
|---|---|---|--|
|  <p><b>ESTÉE LAUDER</b><br/>ADVANCED NIGHT REPAIR SYNCHRONIZED MULTI-RECOVERY COMPLEX-DEOPIUM 33 FL. OZ. 52,00 €</p> |  <p><b>MANGO</b><br/>STREAMLINED 24,90 €</p> |  <p><b>CARL MYSSÉN</b><br/>HUNTIMAN-TÄMMÄVAHÄTUOLI 2219,00 €</p> |  <p><b>MODSTRÖM</b><br/>BERTYMD-MOHARSEKOTTENE ULE 42,90 €</p> |
|---|---|---|--|

## Brief for Stockmann branded banners:

Please provide one image in jpg. file in size 600x340 or 600x600 with a subject line and copy text up to 150 words.



### Cozy home for Autumn

Autumn is a great time to update home. Cozy blankets, pillows and candles are a great way to update home easily.

[Shop now](#)