

Newsletter brief for Stockmann 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 also English is okay. In this case the text will be translated by the newsletter specialist at Stockmann
- Ready photos in the correct sizes as jpg
- Subject line for the email (the subject line that is seen in the email box)
- CTA texts for each block
- Links to the brand/product on the Stockmann website. Please note: If the product is still unavailable on the Stockmann website then please provide a product number or a product name so that it can be easily found when online

Blocks:

- The newsletter consist of different blocks and each block contains a subject line, a copy text and an image
- There are different blocks and image sizes available to use
- Please choose from the following examples:
 - 1 main content block (always needed)
 - 1-4 smaller content blocks
 - 1 product image block if wanted

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

Content blocks:

- Main block in size 620 x 350 px



New beauty products this fall

This block is 620x350. Please choose a copy text here up to 250 characters.

[Shop here](#)

- Block product images 128x179 px
(If you choose this block, please always provide 4 item photos)

Content block for products 4 images in size 128x179 px



BRAND NAME
Product Line
00,00€



BRAND NAME
Product Line
00,00€



BRAND NAME
Product Line
00,00€ (00,00€)



BRAND NAME
Product Line
00,00€

- Block 450x50 px:

Use this block if you want to have a big image. Only one of these blocks is recommended to use in the newsletter.



Subject line

This block is 450x450. Please choose a copy text up to 250 characters.

[Shop](#)

- Block 300x350 px:

Please use this block if you have a long copy text and a bigger image.

Subject line

Here a second subject line can also be added if wanted but not needed.

This block is 350x300. Please choose a text up to 250 characters. Here a longer text also looks good as it matches the image height.

[Shop now](#)



- Block 300 x 250 px:
Choose this block if you only have a subject line and/or a short text next to your image.



Autumn newness

This block is 300x250. Please only use a short text.

[Read more](#)

