

# Guidelines for cover picture and -feature 2024 (valid as of October 01, 2023)

## Agreement:

To ensure exclusivity, cover picture and features should not be used at the same time or for an agreed period thereafter in a competitor's magazine, or as part of your marketing communication (advertisements, flyers, etc.)

## Picture:

Technical details and product shots should support the subject of the cover story and encourage the reader to read further. No logo or strap line in prominent location

## Text statement:

The cover feature is intended to provide practical, solution-oriented technical information written understandable and user-oriented. It indicates possibilities and application areas and is technically detailed. The reader should get solid assistance and tips enabling, for example, corporate process to become faster, better, more flexible and/or less expensive. The cover story is edited by the editors and content adapted to the interests of the reader audience.

## Technical details:

Picture size: 300dpi resolution at max. width of 330mm;

CMYK-color space

NOTICES:

Viewable size of the cover approx. 177mm x 210mm (h x w)

Image repeat as start of the cover story showing more than 1 (A4 format) or 2 pages

## Cover feature details:

- » Approx. 4-6 pages
- » Around 7.500 to 9.000 characters (running text)
- » 4-8 images (300dpi resolution with an image width of 20cm)

## Cover technology section:

Lead picture for cover story (repeat cover picture):

Presentation 0,5 page: 213mm x 175mm (h x w)

Presentation 1,5 pages: 207,3mm x 316mm (h x w)



## Included:

- » Front cover / Image repeat as start of cover story
- » Highlighted in the presentation of contents
- » Cover story
- » Reference of the cover story in EPP EUROPE-News
- » Support by professional photographer (on request, extra charge possible)

## Charge:

€ 7.500,- plus VAT

agency-provided service, not discountable

## Cancellation policy depending date of cancellation:

Up to 4 months before closing date:

free of charge

Less than 4 months before closing date:

30% of the regular front cover rate

Less than 2 months before closing date:

50% of the regular front cover rate

Less than 1 months before closing date:

100% of the regular front cover rate

## Band wrap/cover flap:

When booking a front cover you automatically acknowledge the possibility/option of a band wrap or cover flap on the cover of the corresponding issue. If you do not agree to this we kindly request advance notification, at the time of booking.

## Contact

Sales: Please contact your Sales Agent

Cover and story details:

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Publication Date		Closing Date for cover picture and -story
1/2024	May 29, 2024	March 28, 2024
2/2024	October 23, 2024	August 28, 2024