

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)



| Publication Date | | Closing Date for cover picture and -story |
|------------------|--------------------|---|
| 1/2024 | February 28, 2024 | January 5, 2024 |
| 2/2024 | April 8, 2024 | February 12, 2024 |
| 3/2024 | June 5, 2024 | April 5, 2024 |
| 4/2024 | September 10, 2024 | July 18, 2024 |
| 5/2024 | October 1, 2024 | August 8, 2024 |
| 6/2024 | November 6, 2024 | September 10, 2024 |

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 News
- » Support by professional photographer (on request, extra charge possible)

Rate:

€ 7.000,- plus VAT, all regular issues
No discounts, Agency commission provided

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:

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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