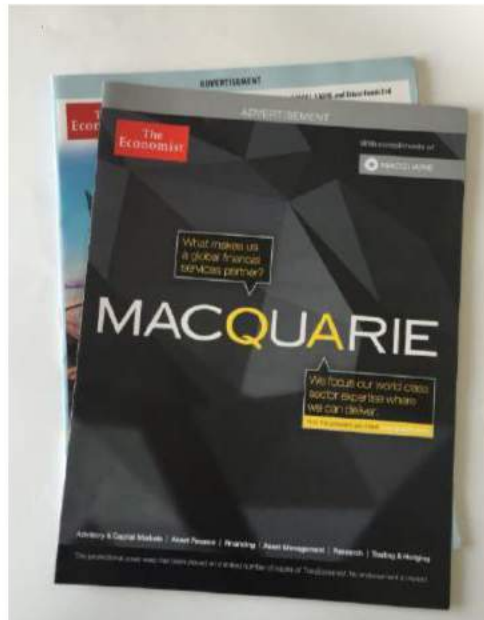


## GUIDELINES

# Sponsored Cover Wrap

### GENERAL PRINCIPLES:

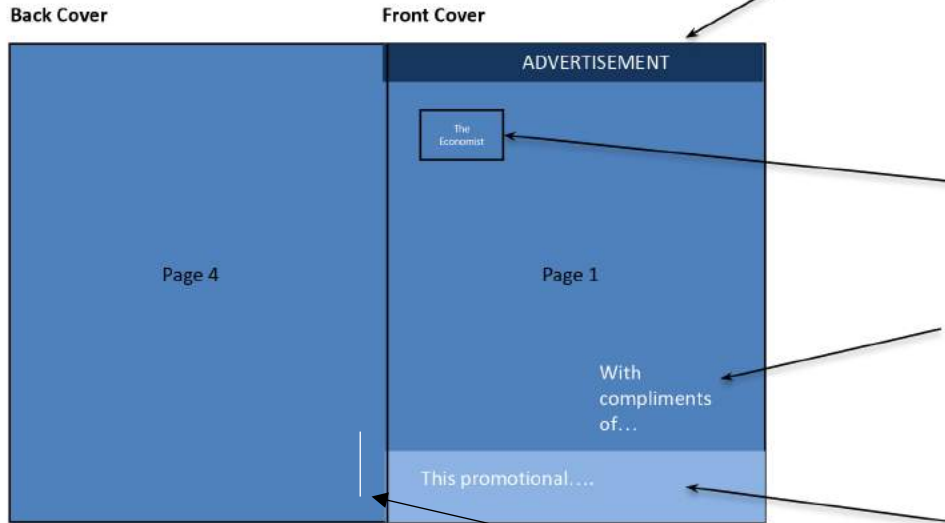
1. All special promotions are subject to the approval of the Publisher.
2. All commercial promotions must carry the sponsor's name.
3. Neither the nature of the advertiser nor the content of the promotion can be seen to be damaging to the integrity or the independence of *The Economist's* editorial, or *The Economist's* brand.
4. The content of any promotion must not imply endorsement by *The Economist*.
5. No promotion or advertisement can incorporate elements of *The Economist's* look and feel, with one exception: all wrap-around covers should carry *The Economist's* Logo in the top left-hand corner 1/4 the size as the logo on the actual front cover.
6. Any editorial within a promotion that could be mistaken to be written by *The Economist* must be clearly labelled as "ADVERTISEMENT". This should appear centred in all caps, no smaller than 10pt bold type at the top of every page and 16pt on cover wraps. This must be in a contrasting strip.
7. A disclaimer should be used on all in-issue advertorial-type promotions that carry advertisements: "This promotional cover wrap has been placed on a limited number of copies of *The Economist*. No endorsement is implied." This should appear in no smaller than 10pt bold type on the front cover of the promotional piece.



- **"ADVERTISEMENT"** must appear centred in all caps at the top of the front page in clear text out of a solid colour, but NOT white out of red, in a minimum font size of 16 point bold.
- **No dates of any kind** should appear, especially the cover date.
- **Disclaimer.** Should be clear text out of a solid colour, but NOT white out of red. It should now read **"This promotional cover wrap has been placed on a limited number of copies of *The Economist*. No endorsement is implied."**
- **Client logo must be prominent on the page.** Multi logos are acceptable. Above the logo it should read **"With compliments of"** not "Sponsored by". **There must also be separation of the client's logo and *The Economist's* logo which is 1/4 the size of that on the actual cover.** No client text can come within range of *The Economist's* logo equal to the height of *The Economist* logo.
- **Subject matter cannot be political or contentious.** Generally the covers must not be able to cause embarrassment to *The Economist*.
- **Editorial approval.** Copy must be supplied a minimum of four weeks prior to publication.

In conclusion, a custom cover should not look like the front cover of *The Economist*, it must be clearly recognisable that is a customer supplied initiative, it cannot be political or contentious and must not cause any embarrassment to *The Economist*.

# SCHEMATIC Sponsored Cover Wrap



**“ADVERTISEMENT”** must appear centred in all caps at the top of the front page in a minimum font size of 16 point bold. 6mm clear of the trimmed edge.

On a stand alone panel with a max 20mm depth.

**Economist logo:** 20 x 40mm (1/4 the size as the logo on the actual cover stock). Prints at 100% magenta / 100% yellow

10mm in from the spine & 10mm down from the panel.

Must sit clean on the page.

**With compliments of (Client Logo)....** set away from *The Economist* logo

**This should appear in 12pt bold type**

**“This promotional cover wrap has been placed on a limited number of copies of *The Economist*. No endorsement is implied.”**

This should appear no smaller than 10pt.

On the back cover in 8pt type horizontal to spine:  
AudienceInnovation.com

- All single page trim size – 267mm x 203mm / Bleed 273mm x 209mm
- To be supplied as 2 x DPS files – trim size 267mm x 406mm, bleed size 273mm x 412mm
- Live matter should be kept 8mm in from the trim on all edges.
- To be supplied as high resolution PDF files (version 1.3 ) with colour proofs. (cromalins or match prints)
- **Copy deadline: 4 weeks prior to insertion date**

**For More Info • [audienceinnovation.com](http://audienceinnovation.com)  
[hello@audienceinnovation.com](mailto:hello@audienceinnovation.com) • 888.241.6634**



The Economist Group

UPDATED  
JUNE 2021

# EXAMPLE Sponsored Cover Wrap

ADVERTISEMENT

The Economist

With compliments of  
 COMPANY COMPANY

*Lorem Ipsum  
Sit Dolor.*



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc nec lacus condimentum, porta magna vulputate, venenatis purus. In vehicula augue sed tellus pretium sagittis.

This promotional cover wrap has been placed on a limited number of copies of *The Economist*.  
No endorsement is implied.

**For More Info • [audienceinnovation.com](http://audienceinnovation.com)  
[hello@audienceinnovation.com](mailto:hello@audienceinnovation.com) • 888.241.6634**