

# FRONT COVER PRINT GUIDELINES

Send artwork to:  
aaronk@cognitivepublishing.com  
Tel: 0161 833 6320

## Print specifications

Being featured on the front cover gives you the unique and exclusive opportunity to present your brand with maximum impact and visual appeal.

You supply your company logo as a vector file - eps or ai format, and we then design the front cover according to our usual high standards. We may resize your logo if we need to.

If you have variations of your logo it would be best to supply each version, we can then use the most suitable one depending on its size and orientation given the positioning on the cover.



Your logo will not include additional text, straplines, slogans, logos, Ts&Cs, etc: it should be a single element.

Your logo will be subject to Cognitive Publishing's own style guidelines and discretion. If your logo carries brand guidelines with it (e.g. exclusion zones, only using it on certain colour backgrounds), we may not be able to adhere to your guidelines. We will not alter the design of the front cover to suit any such guidelines.

It is your responsibility to ensure any logo that you supply is suitable for commercial use, i.e. not marked 'Editorial Use Only'.

It is your responsibility to check any licence, usage or copyright conditions of the logo you supply.

If the logo supplied is not of sufficient quality to feature on our front cover, we will discuss this with you and give a deadline for re-submission. Our in-house design team will be able to help if there is any problem with the artwork.

If a logo of a sufficient quality is still not sent in time for our print deadline, we reserve the right to run the cover without inclusion of your logo at our discretion.

## What's included

- Your logo on the front cover (optional)
- 1 full page full colour advert - (see Print Advertising Guidelines, attached separately)
- 1 editorial double page spread - 1000 words (see Editorial Guidelines, attached separately)
- Headline on the front cover promoting your editorial as the cover story
- Tweet promoting your editorial as the cover story in the latest issue
- Push notification to all iOS and Android users promoting your editorial as the cover story in the latest issue
- Your editorial will also be published online on the magazine's website
- All digital subscribers will receive an email promoting your editorial as the cover story in the latest issue

## Contact details

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