

GENERAL PRINCIPLES GOVERNING CONTENT AND DISTRIBUTION OF COMMERCIAL PROMOTIONS

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 European Voice's editorial, or European Voice's brand.
4. The content of any promotion must not imply endorsement by European Voice or any Economist Group company.
5. No promotion can incorporate elements of European Voice's look and feel, with one exception: all wrap-around covers should carry European Voice Logo in the top left-hand corner in approximately the same size as the logo on the actual front cover.
6. For any promotion involving copies of European Voice, it must state prominently on the front of every copy that they are being distributed "with the compliments" of the advertiser. Prominent means at least 12pt bold type.
7. A disclaimer should be used on all wraparound covers: *"Through special arrangement with the publisher, this promotional cover wrap has been placed on a limited number of copies of European Voice, and no endorsement is implied."* This should appear in no smaller than 10pt type on the front cover of the wrap.
8. Any editorial within a promotion that could be mistaken to be written by European Voice must be clearly labelled as "Advertisement". This should appear in no smaller than 10pt bold type at the top of every page.
9. A disclaimer should be used on all in-issue advertorial-type promotions that carry advertisements: *"This supplement has been produced by XXX. It did not involve the reporting or editing staff of European Voice and no endorsement is implied."* This should appear in no smaller than 10pt bold type on the front cover of the promotional piece.
10. Wrapped copies can be distributed to private lists or around the venues of conferences and exhibitions (e.g. in hotel rooms in Hanover during CeBit), and the link with the event should be made clear on the cover of the wrap where it is not obvious to recipients through the place of distribution. Other than the latter, distribution in public place copies (e.g. in airports or airport lounges) is not available.
11. No promotion should damage the value of any other client's advertising in the issue being distributed - e.g. it is important to avoid conflict between the advertiser of the wrap and an advertiser on that issue's outside back cover. If wrapped copies are being distributed in public places (e.g. hotel rooms during the Davos conference - but please note restrictions on public place copies set out in point 10 above), then advice should be sought from the Ad Production department before a proposal is made as to whether the back cover advertiser must be repeated on the wrap itself. This will depend on the nature and extent of the promotion.
12. Wraparound cover promotions are only available to advertisers in European Voice.