

CFO Europe: 2008 Advertising Rates (gross)

4-Color Special Positions	1X	3X	6X	9X	12X
Inside Front Cover	\$33,284	\$32,619	\$31,953	\$31,286	\$29,955
Outside Back Cover	\$34,949	\$34,247	\$33,550	\$32,851	\$31,453
Inside Back Cover	\$33,284	\$32,619	\$31,953	\$31,286	\$29,955
First Right Hand Page	\$32,953	\$32,292	\$31,634	\$30,976	\$29,655
First/Center Spread	\$61,243	\$60,019	\$58,792	\$57,568	\$55,117
4-Color Bleed	1X	3X	6X	9X	12X
Page Facing Editorial Special Position	\$30,787	\$30,173	\$29,556	\$28,941	\$27,707
Page Facing Editorial	\$28,017	\$27,456	\$26,897	\$26,338	\$25,215
Page Facing Advertisement	\$26,478	\$25,948	\$25,419	\$24,889	\$23,829
Double Page Spread w/ Special Position	\$58,497	\$57,329	\$56,158	\$54,989	\$52,647
Double Page Spread	\$52,957	\$51,894	\$50,835	\$49,777	\$47,658
Half Page	\$18,320	\$17,952	\$17,587	\$17,219	\$16,486
Quarter Page	\$14,778	\$14,483	\$14,185	\$13,890	\$13,302
4-Color	1X	3X	6X	9X	12X
Page Facing Editorial Special Position	\$27,957	\$27,400	\$26,839	\$26,282	\$25,162
Page Facing Editorial	\$25,443	\$24,935	\$24,424	\$23,916	\$22,900
Page Facing Advertisement	\$23,321	\$22,856	\$22,389	\$21,923	\$20,989
Double Page Spread w/ Special Position	\$53,121	\$52,061	\$50,997	\$49,935	\$47,810
Double Page Spread	\$48,089	\$47,128	\$46,165	\$45,205	\$43,281
Half Page	\$16,636	\$16,302	\$15,971	\$15,637	\$14,971
Quarter Page	\$13,421	\$13,152	\$12,883	\$12,615	\$12,080
2-Color	1X	3X	6X	9X	12X
Page Facing Editorial Special Position	\$25,963	\$25,443	\$24,923	\$24,402	\$23,364
Page Facing Editorial	\$23,626	\$23,152	\$22,680	\$22,208	\$21,262
Page Facing Advertisement	\$22,329	\$21,879	\$21,434	\$20,986	\$20,093
Double Page Spread w/ Special Position	\$49,327	\$48,340	\$47,353	\$46,366	\$44,394
Double Page Spread	\$44,653	\$43,760	\$42,868	\$41,975	\$40,189
Half Page	\$15,448	\$15,136	\$14,829	\$14,521	\$13,902
Quarter Page	\$12,463	\$12,213	\$11,962	\$11,712	\$11,217
B&W	1X	3X	6X	9X	12X
Page Facing Editorial Special Position	\$20,969	\$20,548	\$20,132	\$19,711	\$18,872
Page Facing Editorial	\$19,082	\$18,700	\$18,320	\$17,938	\$17,176
Page Facing Advertisement	\$18,032	\$17,674	\$17,313	\$16,951	\$16,230
Double Page Spread w/ Special Position	\$39,841	\$39,042	\$38,246	\$37,453	\$35,858
Double Page Spread	\$36,069	\$35,346	\$34,622	\$33,904	\$32,459
Half Page	\$12,477	\$12,228	\$11,979	\$11,729	\$11,229
Quarter Page	\$10,065	\$9,864	\$9,661	\$9,460	\$9,058

For more information, contact your local sales representative or the CFO national sales office at 212.459.3004.

CFO Europe Mechanical Specifications

	February	March	April	May	June	July/ August	September	October	November	December/ January
Ad space close	1/25	2/21	3/28	4/25	5/23	6/27	8/22	9/26	10/24	12/1
Display final file	1/29	2/25	4/1	4/29	5/27	7/1	8/26	9/30	10/28	12/2
Loose insert deliveries	2/3	3/2	4/6	5/4	6/1	7/6	8/31	10/5	11/2	12/7
Publication	2/6	3/5	4/9	5/7	6/4	7/9	9/3	10/8	11/5	12/10

Dimensions:

	Depth	Width
Double page spread type area	254mm	384mm
Double page spread trim	273mm	412mm
Double page spread bleed	279mm	418mm
Full page type area	254mm	178mm
Full page trim	273mm	206mm
Full page bleed	279mm	212mm
Half page horizontal	124mm	178mm
Half page vertical	254mm	88mm
Half double page spread type	124mm	384mm
Half double page spread trim	136mm	412mm
Half double page spread bleed	142mm	418mm

Live matter not intended to bleed must be kept 10mm within trim on all four sides

Specifications:

CFO Europe is printed on 130gsm WFC and 80gsm MWC paper from sustainable sourced and is printed using web offset presses.

Regular issues are saddle- stitched, Global Outlook is perfect bound.

Preparing Digital files:

Please include 3mm bleed and centre marks in all digital files.

Please make files right-reading, 100% of final size and the correct orientation (no rotations).

Use only postscript fonts. True- Type and Multiple Master fonts are not accepted.

Ensure all trapping is specified, NOT left to default.

All files (graphic and text) should be CMYK colorspace.

Each file contain only one page, named logically (client/ advertiser's name).

Please restrict files names to Alpha and Numeric characters with the dot (.) extension to indicate file type or application.

175 line screen and 300% maximum density

Please supply the latest proof from the file.

File Formats: 1.3 PDF output to PDFX-1a specification job option.

Fonts embedded and resolution optimized for press (2400dpi).

Check the PDF through recognized flight-check software. *CFO Europe* subscribed to the PPA's Pass4Press standards,

please visit <http://ww.pass4press.com>

Proofs:

Advertisements must be accompanied by a set of CMYK contracts proofs produced from the final supplied file. Whilst every effort is made

we cannot guarantee a true interpretation of color or content if these are not supplied.

Delivery method and contacts: Send proofs along with data on Mac formatted disk (CD/DVD) to the following address:

Allen Fisher

Production Department, *CFO Europe*

26 Red Lion Square

London WC1R 4HQ

Tel: +44 (0)20 7576 8099

allenfisher@economist.com

For bookings and further information on advertising please call or e-mail:

Donna Leigh Tel: +44 (0)20 7576 8093

donnaleigh@cfoeurope.com

Mark Buller Tel: +44 (0)20 7576 8092

markbuller@cfoeurope.com

Damian Madden Tel: +44 (0)20 7576 8408

damianmadden@cfoeurope.com

Duncan West Tel: +44 (0)20 7576 8408

duncanwest@cfoeurope.com

CFO Europe Ad Policies

Covers, Guaranteed Positioning and Bleed

- Cover 2, earned rate plus 15%
- Cover 3, earned rate plus 10%
- Cover 4, earned rate plus 20%

Add 10% to earned rate for guaranteed positioning in the magazine. For bleed, add 10% to published rates, including color costs. No charge for gutter bleed on 2-page spreads.

Furnished Inserts

Insert Cards	Earned B&W rate per page less 20%
2-4 Pages	Earned B&W rate per page less 30%
6-8 Pages	Earned B&W rate per page less 40%
10-18 Pages	Earned B&W rate per page less 50%
20+ Pages	Earned B&W rate per page less 60%

Consecutive Page Discount

(Applies only to U.S. and Europe editions)

Advertisers running space units on four or more consecutive pages earn a 10% discount.

Agency Commission

15% to recognized agencies if paid within 30 days of invoice. Payment in U.S. currency only or British currency (if applicable). Pre-payment is required for first-time advertisers.

Issue Dates and Circulation

CFO is published 12 times a year, on the first of each month. Circulation: 450,450.

CFO Europe is published 10 times a year, (Monthly, with December /January and July/August being double issues). Circulation: 47,500.

CFO Global Outlook, the special annual edition, is published in December.

CFO Asia is published 10 times a year (Monthly, with December /January and July/August being double issues). Circulation: 37,226.

CFO China is published 11 times a year (Monthly, with December/ January being a double issue). Circulation: 48,595.

CFO Russia is published 10 times a year (Monthly, with December /January and July/August being double issues). Circulation: 25,000.

Space Close Dates

U.S.: Six weeks prior to issue date. For example, the April issue closes February 15th.

Europe, Asia, China, India and Russia: Three weeks prior to issue date. For example the March issue closes February 15th.

Policies

Cancellation or changes in U.S. advertisement orders must be received in writing prior to the published closing date. Cancellations will not be accepted after the published closing date. Cancellation or changes of Europe, Asia, China, and Russia orders cannot be accepted within eight weeks of insertion dates. Late delivery of material after the final deadline will incur forfeiture of the space booked at full cost.

The Publisher reserves the right to reject or cancel an advertisement for any reason at any time.

CFO Publishing Corp. is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates. *CFO* magazine is dedicated to reproducing ads exactly to customer specifications. A color proof is required for all ads. If not submitted, we cannot guarantee the color reproduction.

All advertisements are accepted and published in *CFO* upon the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof and that such publication will not violate any law or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold CFO Publishing Corp. harmless from and against any and all losses and expenses (including, without limitation, attorney's fees) arising out of the publication of such advertisements in *CFO*, including, without limitation, those arising from claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity, or from any and all similar claims now known or hereafter devised or created.

It is understood that the advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in *CFO* magazines.

No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary, or add to these terms and conditions or the provisions of *CFO's* rates will be binding on CFO Publishing Corp. CFO Publishing Corp. has the right to insert the advertising anywhere in *CFO* at its discretion, and any conditions on contracts, orders or copy instructions involving the placement of advertising within an issue of *CFO* (such as page location, competitive separation or placement facing editorial content) will be treated as a positioning request only and cannot be guaranteed. CFO Publishing Corp.'s inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.

CFO Publishing Corp. shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of an issue or issues of *CFO* magazines because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of CFO Publishing Corp.

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