

A peer-reviewed journal of Personal Care, Cosmetics, Dermatology, Home Care and I&I

## Artworks

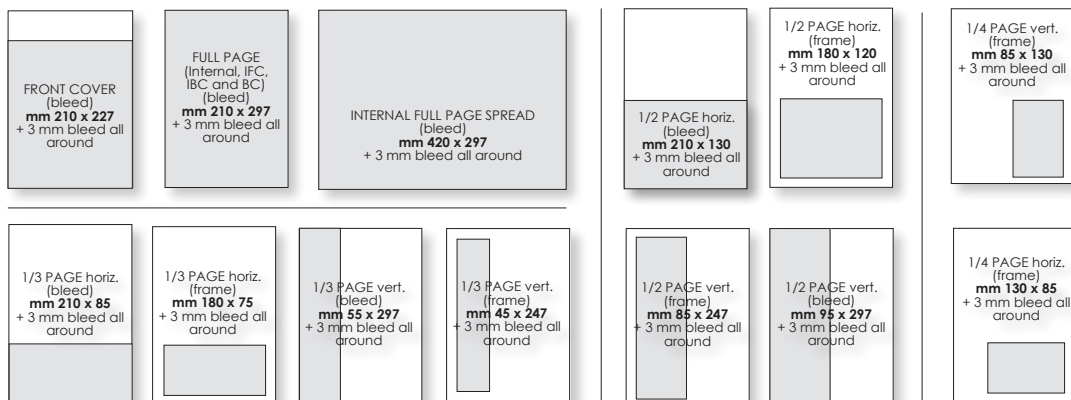
| SIZE            | RATES* |         |         |
|-----------------|--------|---------|---------|
|                 | 1 AD x | 3 ADS x | 6 ADS x |
| Full Page       | € 4500 | € 3300  | € 2700  |
| 1/2 Page        | € 3050 | € 2200  | € 1800  |
| 1/2 Page Spread | € 5200 | € 3900  | € 3200  |
| 1/3 Page        | € 2600 | € 1800  | € 1400  |
| 1/4 Page        | € 1900 | € 1400  | € 1100  |

| PREMIUM POSITIONS                                    | RATES* |
|--|--------|
| Front Cover (FC) + 2 pages Advertorial (Cover Story) | € 8500 |
| Front Cover (FC)                                     | € 7500 |
| Inside Front Cover (IFC)                             | € 6000 |
| Back Cover (BC)                                      | € 6500 |
| Inside Back Cover (IBC)                              | € 4600 |
| Central Spread                                       | € 8000 |
| Page N.1   | € 5000 |

\*The rates are net

### SIZES (width by height) AND ARTWORK REQUIREMENTS

- **Bleeds:**  
3 mm beyond trim
- **Vital matters:**  
at 12 mm from top, bottom, gutter and outside edge
- **Image colour process:**  
CMYK
- **Preferred file formats:**  
EPS, TIFF, JPEG, PDF
- **File resolution:** 300 dpi
- **Fonts and images must be embedded**
- **A colour proof is highly recommended**



### ARTWORKS SUBMISSION

Please submit your artwork or FTP link to [elisa@teknoscienze.com](mailto:elisa@teknoscienze.com)

|                                    |   |
|------------------------------------|---|
| <b>CUSTOM-DESIGNED ADVERTISING</b> | If you want to place an advert but you don't have any, our graphic team can help you. |
|------------------------------------|---|

## Advertorials

| ADVERTORIALS  | WHAT WILL BE PUBLISHED  | TEXT PROCESSING   | MECHANICAL REQUIREMENTS  | RATES*  |
|---|---|---|--|---|
| <small>§A galley proof will be forwarded to customers by e-mail prior to publication.</small> |   |   |  |   |
| Company profile<br>Product focus<br>Cover story   | Description of your company or products   | <i>The lay-out will be performed by our graphic designers following a standard structure matching the whole journal lay-out</i> | <b>Please provide:</b><br>- Text: not exceeding 400 words/page<br>- 2 pictures/page (max. size mm 85 x 40)<br>- Company logo<br>- Contact details  | First Page € 3000<br>Each additional page € 500 |
| Interview:<br>A word with..   | Its questions and focus will be agreed with the customer -<br>Max number of words: 1000 | <i>The lay-out will be performed by our graphic designers following a standard structure matching the whole journal lay-out</i> | <b>Please provide:</b><br>- Text: answers to the questions<br>- photo of the interviewed person<br>- 2 pictures/page (max. size mm 85 x 40)<br>- 2 additional pictures (max. size mm 85 x 40)<br>- Company logo<br>- Contact details | 2-page interview € 3500                         |
| Short advertorial (company profile or product focus)  | Description of your company or products   |   | <b>Please provide:</b><br>- 250 words max<br>- company logo  | € 1000  |

\*The rates are net

### ADVERTORIALS SUBMISSION

Please submit your advertorial materials or FTP link to your TKS sales representative.

## Cancellation policy

#### Premium positions

Cancellations made more than 15 weeks before the given issue date will not incur any charge. No refunds granted after that date.

#### Internal positions

Cancellations made more than 8 weeks before the given issue date will not incur any charge. No refunds granted after that date.