



team  
THE ESCP-EAP ALUMNI MAGAZINE

media  
data  
pricelist - 1 / 2006

### Published by

ESCP-EAP ALUMNI e.V.

Heubnerweg 6  
D-14059 Berlin

Phone: +49-30-32 67 84 62  
Fax: +49-30-32 67 84 63

E-mail: [info@escpealumni.net](mailto:info@escpealumni.net)  
Web: [www.escpealumni.net](http://www.escpealumni.net)

### Circulation

2,500 copies

### Publication

2 issues / year

### Advertising deadline & Final deadline for printing materials

Please contact:

**Jarl Staeves,**  
Managing Director ESCP-EAP Alumni eV  
& Chief Editor "TEAM"

Phone: +49-30-32 67 84 62

Fax: +49-30-32 67 84 63

E-mail: [jarl@escpealumni.net](mailto:jarl@escpealumni.net)

### Format

DIN A4  
210 by 297 mm

### Print Space

185 by 277 mm

### Trim

5 mm all cutting edges

### Printing method

Sheet-fed offset

#### Paper:

Cover 300 g/m<sup>2</sup> pictures printed matt  
Interior 135 g/m<sup>2</sup> pictures printed matt

#### Color mode:

4c – CMYK

### Right of withdrawal

Only in written form. Two months prior to advertising deadline for all advertisings. In case of withdrawal up to one month prior to advertising deadline, 50% will be due; if later, full advertising price will be due.

### Printing material

#### Data formats:

##### Closed files

EPS files  
(with preview; fonts included and converted into curves)  
TIF files (resolution of at least 300 dpi)  
Printable PDF files

##### Open files

**PC:** InDesign CS2, PhotoShop CS2, Illustrator CS2, PageMaker 6.5, Freehand 9.0, CorelDraw 11.0  
- Please deliver all fonts and pictures used

#### Media:

Disk, CD, DVD, ZIP 100

#### Data transfer:

ISDN - Fritz-Card: +49-30-52 54 91 31  
(please notify +49-30-52 54 91 30)

Email: [wsd.satz@arcor.de](mailto:wsd.satz@arcor.de)

Skype: [wsdbl](https://www.skype.com/user/wsd/bsbln)n

Media by mail to:

WSD SATZ+GRAFIKSTUDIO  
Einbecker Str. 43  
D-10315 Berlin

For this publication, the „Allgemeinen Geschäftsbedingungen für Anzeigen in Zeitungen und Zeitschriften“ (General terms and conditions for advertising in newspapers and magazines) apply.



## Target group

- Graduate members of the ESCP-EAP Alumni eV
- ESCP-EAP Students of all five campuses (Berlin, Paris, London, Torino, Madrid)
- Companies
- Academic & administrative staff of all 5 campuses
- Partner Alumni Networks & Business Schools

## Content

- Outlook and review on alumni events & meetings
- One main current sector focus ( i.e. Mobility, energy & raw materials, etc) for each edition
- News from
  - all 5 campuses
  - the different alumni associations
  - the graduates (professional & personal)

## Trial copy

Trial copy of the most recent edition will be sent out free of charge and obligations on demand.



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Skype: wsdbln

Media by mail to:

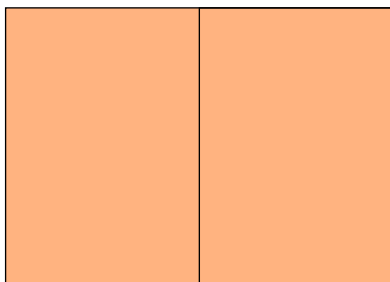
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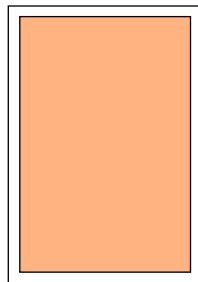
**Advertising formats**



**2/1 pages**

**Bleed format**  
420 by 297 mm

b/w – 4c:  
**2,950 €**

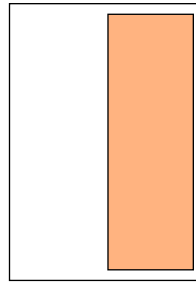


**1/1 pages**

**Print space format**  
185 by 277 mm

**Bleed format**  
210 by 297 mm

b/w – 4c  
**1,850 €**

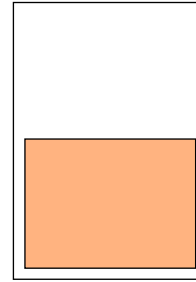


**1/2 page, portrait**

**Print space format**  
92 by 277 mm

**Bleed format**  
105 by 297 mm

b/w – 4c  
**1,250 €**

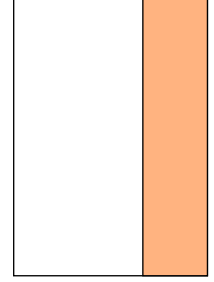


**1/2 page, landscape**

**Print space format**  
185 by 138 mm

**Bleed format**  
210 by 148 mm

b/w – 4c  
**1,250 €**



**1/3 page, portrait**

**Bleed format**  
70 by 297 mm

b/w – 4c  
**950 €**

**Surcharges**

Additional 10 % per bleed ad

**Discounts**

2 pages or more 5 %  
3 pages or more 10 %

**Special placements**

**Inside Cover Front (U2)\*** **2,500 €**  
Format 210 by 297 mm + trim

**Inside Cover Back (U3)\*** **2,300 €**  
Format 210 by 297 mm + trim

**Backcover (U4)** **2,900 €**  
Format 210 by 297 mm + trim

\* Please note that text and picture elements will be offset towards the center due to the use of adhesive binding. Text and picture elements at risk of bleed must be transferred at least 10 millimeters further inside from the advertising format – in case of page U2 from the right, in case of U4 from the left side. If the advertiser does not comply, any claim of loss due to wrongly-cut advertising will not be warranted.