

Magazine CoverSleeve Fact Sheet

Among the 100 million magazine covers and specialty inserts we produce every year is our patented CoverSleeve, an enhanced magazine cover format that's a win-win-win for publishers, advertisers and readers alike. It features a unique thumb-tab that releases a multi-page insert that's tucked inside the magazine cover (yes, inside).

- Patented, enhanced magazine cover format contains a removable multi-page advertising/advertorial insert inside.
- Available for all publication sizes, including standard, digest, tabloid + custom.
- Sleeve insert can be tucked inside the front or back covers (or both for digest-size).
- 2, 4, 6 or 8 page inserts for digest, or 2 or 4 page inserts for standard or tabloid; perfect-bound or saddlestitched.

What makes the CoverSleeve so different?

It's engaging, interactive, and memorable. CoverSleeve magazine covers enjoy high recall scores among readers – as high as 70% in one study by Prevention, who's been using this unique format since 2002. That's awesome news for advertisers.

Benefits for publishers

- Offer brand-new, unique premium positions for your best advertisers and command top dollar using space you didn't even know you had.
- Great value-added to offer your best advertisers for new product launches, special issue events, tradeshow extras, Top 100 Profiles, advertorials, holidays, coupons and more.
- Special pricing available for publishers who wish to trial this format for multiple issues or across multiple titles – and an additional incentive if you offer this premium cover format on your rate cards.

Benefits for advertisers

- High-visibility position (prime advertising real estate).
- "Pull-tab Power" – makes your ad instantly interactive and engaging; your audience has a far greater tendency to pull out insert, get your message, and retain your piece.
- Terrific value-added for new product launches, complex product offerings, themed issues + holiday campaigns; perfect for multi-title media buys; works as a clever couponing vehicle too.
- Amazing recall among your readers – they remember the uniqueness of the format.
- Co-brand the supplemental insert with one of your partners (you've got plenty of space).

Benefits for readers

- Offer your readers value-added supplements – everything from special reports to new product information or special offers from a key advertiser.
- Allows readers to get an "extra" – a value-added detachable insert that can be easily removed (and saved) without damaging the publication.



Want to make your CoverSleeve even cooler?

- Let your advertisers make an even bigger splash by offering a combination of a CoverSleeve insert with a cover 2 or 3 slot; use the insert for value-added supplemental information to support the inside cover ad.
- Get on the cutting edge and try a peek-a-boo: Die-cut cover 2 or 3 to highlight your creative on the CoverSleeve insert.
- Take advantage of a Concord Litho specialty – scented varnishes (another great value-added for new product launches featuring new scents or flavors, or just for fun). More than 1,000 fragrances are available (and a custom scent is quite affordable).

See you on Cover 5 . . .

Concord Litho CoverSleeve magazine covers are produced in-line on a web press, which prints the piece in a single press pass, and at the same time creates the pocket, folds the inner advertising insert into the pocket, seals it and makes a small perforated tab so that the insert can be removed from the cover.

Past advertisers – including Pfizer, Curves, Kraft, Quaker, and Novartis – have used the CoverSleeve to develop 2, 4, 6 and 8 page advertisements. Publishing giant Rodale's Prevention digest-size magazine has been using the CoverSleeve since 2002 with great success, printing 3.3 million covers several times a year. Advertising Age recently named Rodale the No. 1 magazine publishing company in the country.

"The front and back covers are prime real estate spots for advertising, so I naturally started focusing there," says inventor Jerry Westcott, VP of Direct Marketing Services at Concord Litho. "Combine that with a format that allows a reader to interact with the piece – open up a tab, pull out a value-added insert – and you've got what I thought was a unique spot for premium advertising and a cool way for publishers to generate some extra ad revenue. Reader involvement is critical to advertisers and this format encourages that."

What's the next step? We've got you covered.

Concord Litho will provide you specifications, templates, and technical guidance to get your first CoverSleeve project off the ground, including personal consultations with advertising or media agencies, magazine publishers, or anyone else involved with the creative process for your next project.



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