

Presidents & Prime Ministers

International perspectives from world leaders

March 23, 1992

799 Roosevelt Road Telephone: 708. 858. 6161
Building 6, Suite 208 Facsimile: 708. 858. 8787
Glen Ellyn, IL 60137, USA

HE Patricio Aylwin Azócar, President
Office of the President
Palacio de la Moneda

Santiago,
Chile

Subject: *Presidents & Prime Ministers Magazine*

Dear His Excellency Patricio Aylwin Azócar:

DE CHILE					
PRESIDENCIA					
REGISTRO Y ARCHIVO					
NR.	92/7176				
A:	01 ABR 92				
P.A.A.	<input type="checkbox"/>	R.C.A.	<input type="checkbox"/>	F.W.M.	<input type="checkbox"/>
M.T.O.	<input type="checkbox"/>	M.L.P.	<input type="checkbox"/>	P.V.S.	<input type="checkbox"/>
Z.C.	<input type="checkbox"/>	ARCHIVO		J.R.A.	<input type="checkbox"/>

It is my privilege to introduce you to the *Presidents & Prime Ministers* magazine. This publication is dedicated to fostering increased positive communication among the top government officials of different countries worldwide. This publication is also another step towards enhancing and strengthening peace and prosperity in all nations, small and large, developing and developed.

Attached is a list of Requested Action Items. Please have your office review this list; provide will certainly help *Presidents & Prime Ministers Magazine* fulfill its mission.

The magazine features speeches by Presidents and Prime Ministers, and Foreign Diplomats. It includes interviews, biographies of Presidents and Prime Ministers, briefs of meetings, and joint statements by top government executives. Topics related to International Trade, Education, Environment, and Health.

Archivo
Revista sobre
Presidentes y Primeros
ministros
Esta' destinada a la
comunicación entre los
oficiales de los países

The magazine's circulation is more than 5,000. The primary audience of this international magazine includes Presidents, Prime Ministers, and key Cabinet Ministers. In the United States, the audience includes U.S. Senators, U.S. Congressmen and Congresswomen, U.S. State Governors, key U.S. Government Officers of Foreign Service Posts, key Embassy Diplomats of different countries, Chief Executives of the leading companies in the U.S. and abroad, and university libraries. I look forward to hear from you. With best regards.

Very truly yours,

Newal Agnihotri

Newal K. Agnihotri, P.E.
Editor and Publisher
Presidents & Prime Ministers magazine

Requested Action Items (Attachment 1)
Presidents & Prime Ministers Magazine

Please review the following enclosed documents and help us with the requested actions.

Call for Articles and Submittal Guidelines (green sheet)

Please send speeches and articles by the President, the Prime Minister, or the Cabinet Ministers, as well as the biographies of the President and the Prime Minister for publication in the magazine. The detailed guidelines and the required items are described on the green sheet. The desired types of speeches and articles are defined in Item 1A.

Magazine Outline (blue sheet)

This sheet describes the objective of the publication, the editorial description including terms for interviewing top government officials, the types of advertising in the magazine, the circulation details, and the important deadlines. Please help us with the following:

1. Cover Picture

Please have your publicity department submit your brief biography and an 8 x 10 inch (200 x 250 mm) vertical, glossy, color photograph of the President or the Prime Minister for consideration to be used on the cover of *Presidents & Prime Ministers* magazine. The photograph should preferably show the head and shoulders (close-up), be of high quality, and be a formal pose.

2. News Releases

Please have your publicity and public relations department supply us with news releases on government policies, views, commentaries, meeting briefs, and joint communiqués of meetings between you and other top government executives. The descriptions of the required types of reports and departments are given in columns one and two of the blue sheet.

3. Interviews

We are available to interview Presidents, Prime Ministers, and other top government officials and provide the coverage in *Presidents & Prime Ministers* magazine. Please see *Interviews* in column 2 of the blue sheet for our terms and conditions.

Subscription Information (grey flier)

Please consider subscribing to *Presidents & Prime Ministers* magazine. The subscription rates and a form for subscribing are included in the grey flier. Please also circulate copies of this flier to interested officials and libraries in your country.

Rate Card (copper-stripped glossy flier)

This rate card includes the magazine's advertising rates, its audience, advertising closing dates, and other valuable advertising information. Please consider supporting *Presidents & Prime Ministers* magazine financially by advertising in it.

For details, contact Linda H. Thompson, *Presidents & Prime Ministers* magazine, 799 Roosevelt Road, Building 6, Suite 208, Glen Ellyn, IL 60137-5925 USA; telephone (708) 858-6161, telecopy (fax) (708) 858-8787.

Presidents & Prime Ministers

International perspectives from world leaders

Call for Articles and Submittal Guidelines

Submit a one-page summary, with author's biographical description (maximum 60 words), to initiate a submittal. The article submittal schedule is shown below.

Guidelines

1. The articles will be contributed by Presidents or Prime Ministers or their representatives and will feature the following:
 - A. **Speeches and Articles**
 - (i) Important speeches delivered and articles authored by Presidents and Prime Ministers.
 - (ii) Stories of personal and professional triumphs by Presidents and Prime Ministers.
 - (iii) Stories of successful partnerships of developing and developed nations.
 - B. **Biographies of Presidents and Prime Ministers**
2. The magazine's circulation is more than 5,000. The magazine is an international publication, and its primary audience includes the Presidents, Prime Ministers, Cabinet Ministers, U.S. Senators, Congressmen and Congresswomen, U.S. State Governors, world business leaders, and libraries.
3. Each article/speech must be a maximum of 2,500 words (approximately 16,000 characters) and should have a title, introduction, body, conclusion, and where applicable, references. The article/speech title must be a maximum of 9 words (approximately 60 characters).
4. All acronyms and abbreviations must be spelled out when they are used for the first time in the text.
5. All quoted references (maximum of 12) shall include the document title and identification number.
6. A maximum of three visuals may be included in the article/speech (including photographs and tables). **All visuals, including photographs, must be black & white.**
7. EQES, Inc. reserves the right to edit articles/speeches as necessary or to request an author to submit a rewrite. EQES, Inc. cannot provide any assurance that a submitted article/speech will be included in the magazine and reserves the right to reject a submitted article/speech.
8. There is no charge for publishing selected articles/speeches in *Presidents & Prime Ministers* magazine.

Required Items

1. The article/speech on a 3.5- or 5.25-inch **floppy disk** in ASCII format readable in a DOS environment on IBM PC-AT computers. The text on the disk must have carriage returns only at the ends of paragraphs. A hard copy printout must be included. The author must also ensure the accuracy of (1) statements in the article, (2) spelling, and (3) grammar.
2. Author's **biographical data** (60 words).
3. Author's **formal photograph**, 3x5-inch, black & white, glossy print. Polaroid photos are not accepted.
4. Originals of all **visuals** (or velox) and photographs to fit a 2-1/4 or 4-1/2 inch wide space in the magazine. All visuals, including tables, must be of "typeset" quality. Dot matrix printouts are not acceptable. Tables printed on a laser printer in Times-Roman or Helvetica fonts may be submitted in lieu of "typeset" tables.
5. **Release letter** from each contributing author's organization, on the organization's letterhead, stating: "(author's organization name) authorizes EQES, Inc. to publish (name of article/speech, including author's name) in *Presidents & Prime Ministers* magazine. (Author's organization name) assumes full responsibility for the contents of the article/speech and further understands that EQES, Inc. shall not be legally or otherwise liable for the contents of the stated article/speech."
6. Name of a **contact person** (with address, telephone, fax, and telex number) to be included at the end of the article/speech. Readers will correspond with this person for additional information regarding the article/speech. **All authors interested in receiving a complimentary copy of the magazine should include their addresses with the submittal.**

Linda H. Thompson, *Presidents & Prime Ministers* magazine
799 Roosevelt Road, Building 6, Suite 208
Glen Ellyn, IL 60137-5925, USA
Telephone (708) 858-6161, Fax (708) 858-8787

Issue	Summary Due	Complete Article Due	Issue Published
September-October	May 15, 1992	June 15, 1992	Mid-August 1992
November-December	July 15, 1992	August 14, 1992	Mid-October 1992
January-February 1993	September 15, 1992	October 15, 1992	Mid-December 1992
March-April 1993	November 16, 1992	December 15, 1992	Mid-February 1993
May-June 1993	January 15, 1993	February 15, 1993	Mid-April 1993
July-August 1993	March 15, 1993	April 15, 1993	Mid-June 1993
September-October 1993	May 14, 1993	June 15, 1993	Mid-August 1993
November-December 1993	July 15, 1993	August 15, 1993	Mid-October 1993
January-February 1994	September 15, 1993	October 15, 1993	Mid-December 1993
March-April 1994	November 15, 1993	December 15, 1993	Mid-February 1994

Services to interview President, Prime Minister, or Cabinet Ministers are available. See the "Magazine Outline" for our terms & conditions.

Presidents & Prime Ministers

International perspectives from world leaders

Magazine Outline

Objective

The magazine provides a mechanism for fostering positive communication among Presidents, Prime Ministers, top government officials, and the public worldwide. This publication is another step towards creating global understanding, promoting the new world order, and enhancing and strengthening peace and prosperity in all the nations, small and large, developing and developed.

Cover Picture

The magazine cover features a color photograph of a President or a Prime Minister. The featured President or Prime Minister is profiled in the editorial.

Editorial Feature

The editorial includes Articles, Reports, and Departments.

Articles

The articles will be contributed by Presidents or Prime Ministers or their representatives and will feature the following:

1. Speeches and Articles

- A. Important speeches delivered and articles authored by Presidents and Prime Ministers.
- B. Stories of personal and professional triumphs by Presidents and Prime Ministers.
- C. Stories of successful partnerships of developing and developed nations.

2. Biographies of Presidents and Prime Ministers

Reports

The reports will be generated by the magazine's editorial staff or produced by editing the material supplied by the offices of Presidents or Prime Ministers. These reports will feature the following:

1. Briefs of meetings and joint communiqués of meetings among top government executives.
2. Government policies, views, and commentary.

Departments

The Departments will be produced

by editing the material supplied by the offices of Presidents or Prime Ministers and will feature the following:

1. Issues and news on international trade, defense, agriculture, industry, energy, economic cooperation, education, environment, and health.
2. The United Nations News and Resolutions.
3. Announcements of changes of key government officials worldwide.
4. Letters to the Editor.
5. Review of books authored by Presidents and Prime Ministers.

Interviews

Services to interview President, Prime Minister, or Cabinet Ministers by the Editor of *Presidents & Prime Ministers* magazine are available. The interviewee's organization will make arrangements for travel, boarding, and lodging. An interpreter, if needed, will also be provided by the interviewee's organization. Contact the *Presidents & Prime Ministers* magazine office for scheduling an interview.

Advertising

Paid advertising will be accepted in the magazine. This will include:

1. Black and white or color space advertising for products, services, or job openings.
2. Advertising sections on (a) Global Tenders, (b) Global Real Estate For Sale, (c) Global Industrial Plants For Sale (d) Other Industrial Plants and Properties for Sale, (e) Available Consultants, (f) Available Services, and (g) Job Openings.

Publisher

The magazine is published by EQES, Inc., which is a technical publishing organization. Among other activities, EQES, Inc. has been publishing *Nuclear Plant Journal*, an international publication for managers and engineers in the nuclear power industry worldwide, for the past ten years. The journal is serving a useful need in the international nuclear power industry.

Circulation

The circulation is more than 5,000, which includes:

1. Top government executives worldwide. These executives include Presidents, Prime Ministers, Ministers of Defense, Ministers of Foreign Affairs, Ministers of Finance and Economic Affairs, Ministers of Commerce, and United Nations Mission Ambassadors.
2. All U.S. Senators, Congressmen and Congresswomen, and U.S. State Governors.
3. Heads of the United Nations and its agencies, European Community, British Commonwealth, Organization of American States, Nations of the Non Aligned Movement, and other similar international organizations.
4. Key United States Officers of Foreign Services posted worldwide.
5. Key Diplomats of different countries posted in the United States.
6. Chief Executives of the 1,000 leading companies in the United States.
7. Chief Executives of the 500 leading non-U.S. companies worldwide.
8. University libraries in the United States.
9. General public worldwide.

Important Deadlines

Premier Issue (Sept.-Oct. 1992)

Editorial Abstract May 15, 1992
Editorial Full Text June 15, 1992
Advertising Closing July 1, 1992
Magazine Mailed Mid-Aug. 1992

November-December 1992 Issue

Editorial Abstract July 15, 1992
Editorial Full Text August 14, 1992
Advertising Closing Sept. 2, 1992
Magazine Mailed Mid-Oct. 1992

Contact Information

For details, contact Linda H. Thompson, *Presidents & Prime Ministers* magazine, 799 Roosevelt Road, Building 6, Suite 208, Glen Ellyn, IL 60137-5925, USA; telephone (708) 858-6161, fax (708) 858-8787.

Presidents & *Prime Ministers*

International perspectives from world leaders

Newal K. Agnihotri, P.E.

Editor


799 Roosevelt Road
Building 6, Suite 208
Glen Ellyn, IL 60137, USA

Telephone: 708. 858. 6161
Facsimile: 708. 858. 8787

Presidents & *Prime Ministers*

International perspectives from world leaders

The magazine provides a mechanism for fostering positive communication among Presidents, Prime Ministers, U.S. Senators, Congressmen and Congresswomen, U.S. State Governors, top government officials, corporation CEOs, and the public worldwide.



1992-1993
Subscription
Information

Presidents & *Prime Ministers*

International perspectives from world leaders

EQES, Inc.

799 Roosevelt Road
Building 6, Suite 208
Glen Ellyn, IL 60137-5925, USA

Please
Affix
Postage

Presidents & *Prime Ministers*

International perspectives from world leaders

1992-1993

Subscription
Information

Presidents & *Prime Ministers*

International perspectives from world leaders

Rate Card

1992-1993

- f. All submitted ad material will be stored for two years and discarded thereafter unless its return is requested by the client.
- g. Advertising copy is subject to acceptance by the publisher. The publisher is not responsible for contents of advertisements.
- h. Position requests will be honored wherever possible but cannot be guaranteed.

15. Payment Terms:

Payment is due within 30 days from the date of the invoice. A 1.5% monthly service charge will be added to overdue accounts.

16. Advertisement Dimensions:

(For Non-U.S. Advertisers)

Dimensions (Centimeters)

Page Size	Format	Width	Depth
Full	Vertical	17.8	25.4
2/3	Vertical	11.6	25.4
1/2	Horizontal	17.8	12.4
	Vertical	8.6	25.4
	Island	11.6	18.7
1/3	Horizontal	11.6	12.4
	Vertical	5.6	25.4
1/4	Horizontal	17.8	6.0
	Vertical	8.6	12.4
1/6	Horizontal	11.6	5.9
	Vertical	5.6	12.4

Presidents & Prime Ministers

799 Roosevelt Road, Bldg. 6, Suite 208
 Glen Ellyn, IL 60137-5925, USA
 Telephone (708) 858-6161
 Fax (708) 858-8787