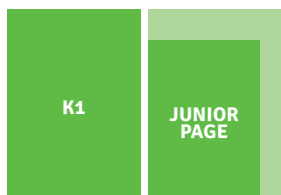


Technical requirements

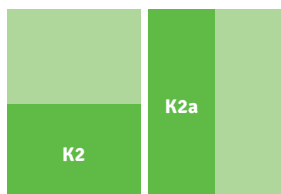
for advertising in magazines

ADVERTISEMENTS

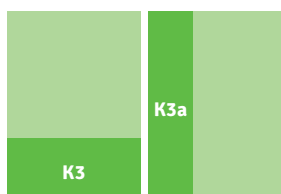


1 PAGE
K1: 205x295 mm
+ cutting margin 5 mm

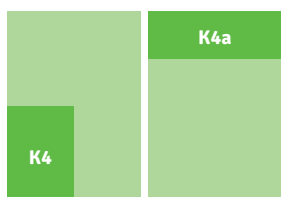
JUNIOR PAGE
JP: 130x217 mm
+ cutting margin 5 mm



1/2 PAGE
K2: 190x137 mm
K2a: 92x280 mm



1/3 PAGE
K3: 190x90 mm
K3a: 55x260 mm

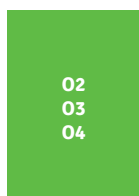


1/4 PAGE
K4: 92x137 mm
K4a: 190x67 mm

COVER ADVERTISEMENTS

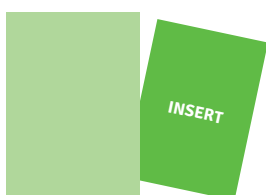


Cover Z-Gate: 400x295 mm
+ cutting margin 5 mm



Cover: 205x295 mm
+ cutting margin 5 mm

INSERTS



INSERT: max. 200x290 mm
insert thick
(more than 8 pages)
195x290 mm

TECHNICAL NOTES

PRINT READY MATERIALS

DIGITAL FORM EXCLUSIVELY:

Bitmap Files (Raster Graphics):

.pdf • .tif • .jpg • .eps

CMYK • 300 dpi • overprint black • use loss-free compression

Vector graphics:

• With complex graphic elements

.pdf • .ai • .eps

CMYK • 300 dpi • texts as curves, with black overprinting option

Cutting margin – 5 mm

Margin internal – 10 mm

DIGITAL PICTURES

300 dpi • scale 1:1

file formats:

.tif • .jpg • .eps • .bmp

FILES SUBMITTED BY INTERNET, FTP

should be compressed – .zip • .rar

PROOF

Color proof should be submitted – digital or analog color proof enables to control printing color compliance and filing possible complaints.

THE PUBLISHER CANNOT BE HELD ACCOUNTABLE FOR ANY ERRORS IN THE ADVERTISING MATERIAL CAUSED BY THE ADVERTISER.

The publisher reserves the right to alter the final advertising material to adjust it to page layout or to technical requirements.

INSERTS

Matters concerning circulation, weight, data and place of handover of materials to-be-inserted should be stated with our consultants.

Maximum insert size: 200x290 mm

Thick insert (more than 8 pages): 195 x 290 mm

PROMOTIONAL MATERIALS

Text in

.doc • .rtf – up to 5 000 characters including spaces per page in a magazine (excluding places for the address, pictures, graphics and headings)

1 000 characters are subtracted for every graphic element used.

Pictures in digital format – 300 dpi, scale 1:1.

CONTACT TECHNICAL SERVICE OF ADVERTISING:

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