Specification

Femina: 1/2 page horizontal

29.03.2024



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Specifications

Format (W x H in mm)

Type area:	179 x 118
Bleed format*:	210 x 138

*Bleed format: + 5 mm of cutting/cropping on the outer edges.

Technical specifications

Printing
Swissprinters AG, Brühlstrasse 5, 4800 Zofingen

Print method
Offset

Panoramic ads
Deliver in one single piece.

Ad elements with bleed
To ensure they are not cut, ad elements with bleed must be moved 5 mm from the cut and the fold.

Maximum ink limit (UCR)
Maximum ink limit of 300%. We will not accept any claims in the event the editor is forced to modify material to comply with this limit.

ICC profiles
Profile to use: ISOcoated_FOGRA45L. We will not accept any claims in the event the editor is forced to modify material.

Imaging
CTP : 2 400 dpi

Delivery of the print material
All deliveries should include the following information: applicant, sender and telephone number, size of the ad, title chosen, category, publication date and “subject” of the ad.

Fonts
Use Adobe PostScript Type 1 or OpenType fonts. If possible, avoid TrueType fonts. Do not use “bold” or “italics” features, but choose the desired thickness of the font directly in the text.

Images
Guidelines for analysis: 1/1 page at 300–400 pixels/inch
Import images at their actual size (±15%). Image compression: maximum JPEG quality.

Digital proofs
You will be required to submit a digital proof checked with Fogra V2.0 or higher. The use of this control tool is necessary to ensure the proper colorimetric reproduction of the ad. Without it, no claims will be accepted.

Verification of visual completeness
A reproduction of the advert is needed (digital proof, photocopy or fax) to check that the entire contents of the advert have been reproduced. Without it, no claims will be accepted.

Submitted files
PDF/X files with a minimum resolution of 300 dpi. All fonts, images and graphics must be included in the file. Don’t forget the 5 mm bleed and the bleed marks.

Delivery

Publication day:[nbsp]Sunday
Deadline for reservation:[nbsp]12 days before publication date
Deadline for material:[nbsp]10 days before publication date