Specification

DAS MAGAZIN: 1/4 page horizontal

29.03.2024



Specification: 1/4 page horizontal

Specifications

Format (W x H in mm)

Type area:	184 x 61
Bleed format:	-

Technical specifications

Technical details

Position of print space: outer and inner edge distances 14 mm, top and bottom edge distances 13 mm.
Full-bleed adverts: + 3 mm bleed margin on all 4 pages. Text and image elements that may not be bled off must be 8 mm from the format edge.

Price for positioning

A surcharge of 20% of the gross price will be due if positioning instruc tions are given.
No additional charge is made for full-bleed adverts and adverts overlap ping the binding.

Colours

Prices are valid for black-and-white and for 2, 3 and 4-colour adverts.

Value-added tax

All prices exclude 7.7% value-added tax.

Print documents

Only digital documents are accepted. Standard practice is to supply data as a PDF file, which is the preferred file format.

Data delivery

All data transmitted must include the title, issue number, client name and a keyword related to the subject (e.g. mag15_Customer_Keyword.pdf).

Print-ready digital templates

PDF-format High-End PDF (with fonts embedded)
Settings: http://www.pdfx-ready.ch
Format/Status The document size should correspond to the correct status of the advertising space purchased.
Images CYMK (no RGB colour space)
Image resolution 300 dpi
Text and image sections that may not be bled off must be 8 mm from the format edge.
Please note: files that do not meet the stated specifications must be supplied again.

Data transfer

E-mail: anzeigen@dasmagazin.ch

Typographical details

Print process Web offset printing
Grid width 60-channel grid
Dot shape Elliptical dot shape
First edition shade 4%
UCR total value 280 – 300%
Colour European colour scale
Grey balance According to ISO standard
Dot gain According to ISO standard
Measuring elements Ugra/Fogra media wedge
Edge trim 3 mm
Spectrophotometer GretagMacbeth Spectrolino/Spectroscan,
SpectroEye
Profile PSO_LWC_Improved_eci

Delivery

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