



# Specification

DAS MAGAZIN: Advertising area



## Specification: Advertising area

### Specifications

#### Format (W x H in mm)

Type area:

56 x 80

Bleed format:

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### 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 instructions are given.

No additional charge is made for full-bleed adverts and adverts overlapping 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

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