

Material Requirements

Size of Magazine: 297 mm x 210 mm (DIN A4)

Please note that for technical reasons all colour shades (e.g. Pantone or HKS) must be converted to CMYK format.

If you provide camera ready artwork, the following is required:

Platforms:	Files are Macintosh Platform
Supported Applications:	InDesign · Adobe Photoshop · Adobe Illustrator · Adobe Acrobat
Digital file submission:	All materials submitted are subject to review by the production department.
Format:	All images to be supplied in eps, tif or jpg must provide a resolution of 300 dpi minimum.
pdf:	We accept PDFs generated by Adobe Acrobat Distiller, preferably PDF X3. For print publishing, PDF files must be pressoptimized (press-ready; suitable for web-offset printing). Depending on the default settings in your design application, just clicking "Export to PDF" may produce a PDF file that would be fine for website viewing or emailing, but is not properly saved for print publishing. It might not embed the typefaces used, have sufficient resolution or include necessary color management information. It also might not be resizable to the mechanical specifications of the advertising space size. Correct settings — the PDF distiller options—must be selected and used to produce a press-optimized PDF. We do not accept Word, Corel Draw, Excel, Freehand, Publisher, Powerpoint files, PDFs derived from these applications or PDFs generated directly out of these applications. PLEASE NOTE: AN ADDITIONAL CHARGE will be made for material which does not comply with copy requirements or which requires alteration.
Fonts:	Fonts to be supplied as printer and screen fonts or text should be changed in graphics. True Type fonts are not accepted, and will be replaced if sent.
File Resolution:	Four-colour CMYK – 300 dpi at 100 % print size saved in TIFF or EPS format. Black & White Line Art – 1,200 dpi at 100 % print size.
Method of Printing:	Offset printing up to 60-line screen

(We cannot accept responsibility if above specifications are not followed with submitted materials and we must make substitutions in order to run production successfully)

Material Requirements

Size of digital Magazine: 297 mm x 210 mm (DIN A4)

For digital editions we accept colours in RGB or CMYK format.

Platforms:	Files are Macintosh Platform
Supported Applications:	InDesign · Adobe Photoshop · Adobe Illustrator · Adobe Acrobat
Digital file submission:	All materials submitted are subject to review by the production department.
Format:	All images to be supplied in eps, tif or jpg must provide a resolution of 300 dpi minimum.
pdf:	We accept PDFs generated by Adobe Acrobat Distiller. We do not accept Word, Corel Draw, Excel, Freehand, Publisher, Powerpoint files, PDFs derived from these applications or PDFs generated directly out of these applications. PLEASE NOTE: AN ADDITIONAL CHARGE will be made for material which does not comply with copy requirements or which requires alteration.
Fonts:	Fonts to be supplied as printer and screen fonts or text should be changed in graphics. True Type fonts are not accepted, and will be replaced if sent.
File Resolution:	RGB or four-colour CMYK – 300 dpi at 100 % print size saved in TIFF or EPS format. Black & White Line Art – 1,200 dpi at 100 % print size.

(We cannot accept responsibility if above specifications are not followed with submitted materials and we must make substitutions in order to run production successfully)

Do not forget to provide us with the website where the ad should be linked to!