

Technical Data

In order to ensure a smooth flow in the implementation for the print technology of your advertising order, please note the following guidelines.

Formats: Magazine Format: 210 mm x 297 mm

Type area: 176 mm x 249 mm

In bleed: Please note that all advertisements with bleed format must have a trim of 3 mm around the page. Additional there must be a minimum distance of 3 mm from the trimmed edge, so motive relevant textual or visual elements don't get compromised.

You are welcome to contact the Publisher in case of any enquiries.

File Defaults (Ad): The delivery of your adverts data should only be done in the following manner:

- High-Resolution PDF (X-3-Standard), Colour Mode/Profile: CMYK, ISO coated v2
- Tagged Image File Format (TIF) with a resolution of 300 dpi to 100% size, Colour Mode/Profile: CMYK, ISO coated v2
- Encapsulated PostScript (EPS) with a resolution of 300 dpi to 100% size, Colour Mode/Profile: CMYK, ISO coated v2

We cannot take account of "open" layout files in further processing.

File Defaults (Image): The delivery of your image data should only be done in the following file formats:

- High-Resolution PDF (X-3-Standard), Colour Mode: CMYK
- Tagged Image File Format (TIF) with a resolution of 300 dpi to 100% size, Colour Mode/Profile: CMYK, ISO coated v2
- Encapsulated PostScript (EPS) with a resolution of 300 dpi to 100% size, Colour Mode/Profile: CMYK, ISO coated v2
- JPEG with a resolution of 300 dpi to 100% size, Colour Mode: CMYK, ISO coated v2

For line drawings (tables, diagrams, etc...) are subject the same file formats, therefore we need a resolution of 1.200 dpi at 100% size.

Data Transfer: Data transfer via DVD/CD-ROM:

Messe Media Verlag GmbH
Rotermundstraße 11
D – 30165 Hannover

Data transfer via e-mail: grafik@fairmessage.de

