

Popular Mechanics

Trimmed size of the magazine 205 x 275 mm.

AD Page Format	Trim size	+5 mm bleeds
2/1 (spread)	410 x 275 mm	420 x 285 mm
1/1 (single page)	205 x 275 mm	215 x 285 mm
1/2	gorizontal	205 x 137 mm
	vertical	104,5 x 275 mm
1/3	gorizontal	205 x 90 mm
	vertical	74,5 x 275 mm
1/4	gorizontal in editorial page	170 x 82 mm
	vertical in editorial page	111,5 x 127,5 mm

In preparing the layout for Gatefold or 1st Spread after Gatefold please ask your coordinator of the magazine for the scheme!

The gutter for the 1st spread is 6+5mm.

We accept materials:

1) by FTP with preview file attached in Jpeg

Our FTP Address: [ftp.imedia.ru](ftp://ad.pokazuka@ftp.imedia.ru)

DIRECT LINK: <ftp://ad.pokazuka@ftp.imedia.ru>

USERNAME: ad

PASSWORD: pokazuka

FOLDER: Популярная Механика

2) by email with preview file attached in Jpeg

1. TECHNICAL REQUIREMENTS FOR FILES

We accept files:

1. InDesign (edition not higher CS6) including linked high resolution pictures and logos.

2. Photoshop (TIFF) with 300 dpi for CMYK.

3. Adobe Illustrator (EPS) with 300 dpi for CMYK.
4. PDF v1.4 with 300 dpi for CMYK.

- The issue prints in stochastic. Please use hi-resolution pictures only.
- Spot Color option must be switch off.
- Stray Points must be deleted and all fonts must be converted to outlines (Create Outline). Fonts are not accepted!
- All files must contain JPEG preview with original hi-rez file.
- We do not recommend presenting the whole layout in the form of a single halftone image as it makes the quality of text in the layout considerably worse.

But pay attention! In any cases we have to rasterize your file in Tiff format if it's necessary for accepting file by printing house(if you did not follow some items of technical requirement).

- Binding methods of the magazine for main edition is perfect binding.

2. TECHNICAL REQUIREMENTS FOR LAYOUT

1. Layout should strictly conform the requirements of advertising publications formats.
2. Spread layout should contain two pages of the size corresponding with that of the magazine (named as "left" and "right" page).
3. Text, logos and pictures should be placed at least 7 mm from the cutting lines (until there is a design idea of possible cutting of design elements).
4. If there is a frame the distance should be at least 10 mm from the trimmed size.
5. Don't place important elements near the spine in double-pages (spreads), so It is necessary to take into consideration that lines, stripes and graphics objects crossing the spine may be displaced a little in the process of folding and binding (up to 3 mm in any direction) so we do not recommend to create the visual this way.
6. Stray Points must be deleted and all fonts must be converted to outlines (Create Outline). Fonts are not accepted!
7. Do not use «Overprint» option in non-black objects.
You should control its usage very carefully. For instance, the printing house has automatic overprint switch off option so white elements with overprint set will not be seen in the printed layout, but it will appear in the preview(but not in PDF).
8. Please don't use additional Paths and Alpha Channels in Photoshop.
9. No vector-transparency in Illustrator can be made. (Only in Photoshop)
- 10. Minimum text size –6 pt. Minimum text size "reverse" – 9 pt.**
- 11. Thickness of lines should not be less than 0,3 mm. Minimum thickness of reverse lines is 1 mm.**
- 12. File must not has any hided layers.**
- 13. Please use 60/50/40/100 CMYK for the solid black background.**
14. To make sure that file is OK please use Preflight in InDesign:
 - Fonts -0 fonts used
 - Illustrations (TIFF, EPS) are all linked
 - Color - CMYK
 - Resolution -300 dpi

15. In preparing the ad insert use the same technical specifications as the ordinary ad has.

For any additional post-printing processing, the set of submitted materials should contain separate files for every type of processing (stamping, varnishing, cutting, etc.)

To mark the area for stamping or varnishing you must use **vector objects** only with 100% black filling.

In the varnishing process, there exists a 0.5 mm allowance for misregistration. Therefore you may have to increase the varnishing area by 0.5 mm if it is necessary to ensure guaranteed varnishing of a certain object in the layout.

In the perforation process use vector lines only!

16. In preparing the layout for Covers please check the text placed not closer than 7-10 mm from the spine, because it can move to “risk” gluing zone.

3. COLOR SEPARATION PARAMETERS

1. Total ink for covers and for regular (inside) ad pages should not exceed 300%.
2. For color separation ad layout use profile for **block** - **ISOcoated_v2_300.icc**, for **cover** – **ISOcoated_v2_eci.icc**.

PLEASE NOTICE!

The layout and ALL LINKED PICTURES INSIDE must be in **PSO_LWC_Improved_eci** color profile for block and in **ISOcoated_v2_eci** for cover.

4. COLOR PROOFS REQUIREMENTS

1. It is not necessary to send color proof but we don't accept any color claims without it.
2. Color proof **must** be in the same color profile as the layout has.
3. Color proofs must be produced from the provided final files in the scale of 100%
4. We only accept digital color proofs produced in compliance with **ISO 12647-7:2013** requirements. We recommend using only working processes certified by UGRA/FOGRA, GATF, SWOP.
5. The color proofs should have the corresponding marking and quality control scales. The recommended control scale is Fogra (Media Standard Print 2006).

Criteria	Tolerance
Deviation dE *ab according CMYK	>5
Deviation dH (color tone)	>2,5
Deviation dE *ab print base	>3
Approx Deviation dE *ab other margins, including scale of grey balance	>3 max <6
Approx Deviation dH scale grey balance	>1,5

Approx Deviation ΔE^*_{ab} out of the color coverage	>4
Maximum Deviation grey-scale points of rasterize margin original colors CMYK (cracking)	>3%

6. If a color proof is not provided or a color proof is incompatible with the above mentioned standards, the color of print may differ from what is expected.

7. Please note that the standard proof simulates a standard printing process. In the case of printing of advertisement on bound or loose inserts with using of the nonstandard printing process (printing on colored paper, tracing paper, foil, etc., the use of additional colors, varnishing or laminating), a proof gives only approximate representation of the color and is not regulated with any industry standards. Independent Media shall not be responsible for compliance with the color proofs of the colors of advertisement in the magazine in this case.

5. LANGUAGE AND LEGAL

1. Advertising Legal Notice “НА ПРИБАВЛЕНИЕ РЕКЛАМЫ” or “РЕКЛАМА” is required and must be placed in “Safety” area (not closer than 7- 10 mm from the spine and cutter lines) and must be not less than 7pt. Also its necessary the word РЕКЛАМА must be well readable and well visible.
2. If the above mentioned note has not been included into the layout of the page, Independent Media has the right to insert such note without prior agreement of the Advertiser (Customer) concerning its design and location.
3. Translation of all foreign (Not Russian) words is required with the only exception for the registered trademarks. According to Article 3 of the law “On the official language of the Russian Federation,” advertising falls within the sphere of the compulsory usage of the official language of the Russian Federation. Therefore, should any foreign language be used in the advertising along with the official language of the Russian Federation, the texts in both Russian and foreign languages must be identical in content and technical design and readable. This provision does not cover the use of company or trade names, trademarks and service designations.
4. Do not use phrase “online shop” and if you do please add the legal information of the online-shop (full name, addressee and ОГРН information).
5. If the layout has social media sites, signs (facebook/instagram/vk), hot line link or there is an information product you should add the sign of age required (example 16+).
6. Layout for insert must contain the word “РЕКЛАМА” on both sides.

CERTIFICATION and LICENSING are required.

If the following recommendations are not observed, Independent Media shall not be held responsible for possible printing mistakes!