

MEN TODAY

Trim size of the magazine 215x275 mm.

Size	Trim size	Bleed Size (with 5 mm bleeds on each side)
2/1 (spread)	430 x 275 MM	440 x 285 MM
1/1 (single page)	215 x 275 MM	225 x 285 MM
1/2	horizontal	215 x 135 MM
	vertical	100 x 275 MM

We accept materials

:

1)by FTP with preview file attached in JpegOur FTP Address: ftp.imedia.ru
DIRECT LINK: ftp://ad.pokazuka@ftp.imedia.ru USERNAME: ad
PASSWORD: pokazuka

FOLDER: Men's Health2)by email with preview file attached in Jpeg1.

TECHNICAL REQUIREMENTS FOR FILESWe accept files:

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

- Photoshop (TIFF) with 300 dpi for CMYK

- Adobe Illustrator (EPS) with 300 dpi for CMYK

- PDF v1.4 with 300 dpi for CMYK1)Spot Color option must be switch off

2)Stray Points must be deleted and all fonts must be converted to outlines (Create Outline). Fonts are not accepted!1

3)All files must contain JPEG preview with original hi-rez file

4)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 restririze 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)2. TECHNICAL REQUIREMENTS FOR LAYOUT1)Layout should strictly conform the requirements of advertising publications formats.

2)Spread layout should contain two pages of the size correspondingwith that of the magazine (named as "left" and "right" page) 3)Text, logos and pictures should be placed at least 5 mm from the cutting lines (until there is a design idea of possible cutting of design elements). **Important** elements (such as Реклама, addressee, phone information)should be placed at least 10 mm from the cutting lines and spine

4)If there is a frame the distance should be at least 8 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, that is why the printing house has no recommendations for gutter size, use it by your own decision

The gutter for the 1 Spread is 6+5 mm 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 white2

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 Photoshop9)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 mm12)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 dpi15)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 layout3.COLOR SEPARATION PARAMETERS1)Total ink for covers and for regular (inside) ad pages should not exceed 300% fort block and 330% for cover

2)For color separation ad layout use profiles3

Cover -ISOcoated_v2_eci.icc Block - ISOCoated_v2_eci_300.icc4.COLOR PROOFS REQUIREMENTS1)It is not necessary to send color proof but we don't accept any color claims without it2)Color proof **must** be in the same color profile as the layout has 3)Color proofs must be produced from the provided finalfiles in the scale of 100%4)We only accept digital color proofs produced in compliance with ISO 12647-1:2004 and ISO 12647-2:2004 requirements. We recommend using only working processes certified by FOGRA (e.g. DuPont Digital Cromalin or EPSON-GMG)5)The color proofs should have the corresponding marking and quality control scales. The recommended control scale is Ugra/FOGRA Media Wedge CMYK6)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 expected7)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 case4

LANGUAGE AND LEGAL1)Advertising Legal Notice “НА ПРАВАХ РЕКЛАМЫ” or “РЕКЛАМА” is required and must placed in “Safety” area (not closer than 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)you should add the sign of age required (example 16+) 6)Layout for insert must contain the word “Реклама” on both sidesCERTIFICATION and LICENSING are required. If the following recommendations are not observed, Independent Media shall not be held responsible for possible printing mistakes5