

TECHNICAL SPECIFICATIONS FOR ADVERTISING MATERIALS 2024.

1. Formats of the advertisement lines:

1/1 page:

Clean (trim) format — 210mm x 275mm; Bleedsize — 220mm x 285mm

2/1 1st spread: 2nd cover — 1st page

Clean (trim) format 420mm x 275mm; Bleedsize — 430mm x 285mm

**For 1st spread. The sticking together of 2nd cover and 1st page takes 8 mm of the spread. These 8 mm go inside the glue part. The layout should be done page per page taking into account the glue part. To do so image must be moved from the middle of the spread to 4 mm to the left side from the spine for 2 page of the cover, and 4 mm to the right of the spine for 1 page of the block*

*** For the 2nd and next going spreads. If significant elements of the layout fall into the spine, recommended to move image from the middle of the spread to 3 mm on the each pages*

Attention! In the presence of a cover flap (it is necessary to clarify in the production department of the publishing house) the format of the 1st spread is as follows:

Clean (trim) format — 417mm x 275mm; Bleedsize — 427mm x 285mm)

Of these, the edging format of 2nd cover — 207mm x 275mm,

Clean (trim) format of 1st page of the block — 210mm x 275mm

2/1 Spread

Clean (trim) format — 420mm x 275mm; Bleedsize — 430mm x 285mm (each page is displayed separately*)

1/2 Clean (trim) format

Horizontal: 210mm x 137 mm (Bleedsize + 5mm)

Vertical: 105mm x 275 mm (Bleedsize + 5mm)

2/3 Clean (trim) format

Vertical: 140mm x 275 mm (Bleedsize + 5mm)

1/3 Clean (trim) format

Vertical: 70mm x 275 mm (Bleedsize + 5mm)

Horizontal: 210mm x 92 mm (Bleedsize + 5mm)

Cover Gatefold

Clean (trim) size — 412mm x 275mm (the pre-cut size — 422mm x 285mm),

Clean (trim) size of the left part — 207mm, the right part (flap) — 205mm.

On the left page on the left side, along the spine, it is necessary to provide a white strip 3mm wide. Must be made in one block, without separation into pages.

Attention! Firstly, the dimensions and location of 1/2 and 1/3 must be specified in the editorial office!

2.1. OPTIONS FOR PROVIDING ADVERTISING MATERIALS TO THE CONTRACTOR:

• by mail: bezdenzhnykh@forbes.ru

– The archive name shall comprise the name of the Advertising Layout as well as title and issue number of the Magazine where the Layout is to be published

– Use only Latin characters and digits for filenames

– The materials shall be submitted with enclosed pdf or jpg files

2.2. ACCEPTABLE FILE FORMATS:

– Adobe InDesign, CS6 version (see Cl. 1, Cl. 2 and Cl. 6)

– Adobe Illustrator, CS6 version in the AI or PDF format (see Cl.1, Cl.3 and Cl.6)

– Adobe Photoshop in the TIFF, PSD, (see Cl.1, Cl.4 and Cl.6)

– Only PDF files created on the basis of the printing house's requirements (see Cl. 3.1, Cl. 3.5 and Cl. 3.6) may be accepted

3. REQUIREMENTS FOR PROVIDED FILES:

3.1. GENERAL REQUIREMENTS FOR ADVERTISING LAYOUTS:

– The layout for the spreads must be done page per page;

– The Advertising shall comply with the requirements of the Federal Law about Advertising under No. 38-FZ including but not limited to the requirements stipulated by Clause 3.9 of these Technical Requirements;

– The form of the Layout shall not resemble the editorial page of the Magazine;

– The Advertising Layout shall comprise a legible inscription reading “Advertising” or «For publicity purposes» with the font size to be not less than 8 pt

– The Advertising Layout shall have a bleed of 5 mm from each side of the page

– All important parts of the Advertising Layout shall be placed at a distance of at least 5 mm from the bleed

– The Advertising Layout shall not comprise any service information in the bleed (including crop marks, register crosses, filenames, etc.) and extra boxes;

– The limit for the total paint coat for all CMYK objects shall depend on the color separation parameters for the given printing house.

3.2. REQUIREMENTS FOR VECTOR FILES:

- All bitmap objects in vector files shall be embedded and comply with the requirements for bitmap files (see Cl. 3.3);
- The document color model shall be CMYK; using Spot Color is unacceptable;

3.3. REQUIREMENTS FOR BITMAP FILES:

- All bitmap images shall be in the CMYK colors and shall be made on the basis of the profiles recommended by the printing houses;

<http://1pk.ru/equipment/technical-requirements>

The recommended ICC profile is ISO coated v2 300 (ECI)

http://1pk.ru/assets/images/ISOcoated_v2_300.zip

- The recommended resolution is 300 dpi for CMYK and Grayscale; 600-1,200 dpi for bitmap and outline objects;
- Unused clipping paths and alpha channels shall be deleted from the file.

3.4. REQUIREMENTS FOR FINISHED PDF FILES:

- The PDF file shall comply with the PDF/X-1a:2003 specification;
- The version of PDF shall not exceed 1.3 (Acrobat 4.0);
- The file size shall be as follows: - the trim box of the Magazine + a bleed of 5 mm from each side of the page;
- The Advertising Layout shall not comprise any service information in the bleed (including crop marks, register crosses, filenames, etc.);
- All used fonts must be embedded in the PDF file;
- The PDF file can be generated both by distilling the PS file using Acrobat Distiller with the printing house's settings, and by means of direct export from InDesign.

3.5. PRINTING HOUSE'S TECHNICAL REQUIREMENTS FOR DESIGN ELEMENTS:

- The Advertising Layouts covering a two-page opening (spread) shall be laid out on a page-wise basis;
- Minimum permissible width of a one-color line of 0.25 pt, consisting of more than one color — 0.5 pt (in case of maximum off-register allowances, when a multi-color line of less than 0.5 pt is printed, there may be several separate lines);
- Minimum permissible width of a white line — 1 pt;
- Minimum permissible font size in the Black color — 6 pt;
- Minimum permissible font size in the white color to be printed over a full tone area of a composite color or illustration — 8pt;
- Black font less than 12 pt shall be 100% Black or Overprint;
- For black full tone areas and texts over 12 pt should be used a composite black C60M40Y40K100 color with the contents of Black not to exceed 98%;
- Do not use the Overprint option on white objects because this will make the objects unprintable by default;
- We recommend using different transparency options for objects with caution because, for example, emulation of the Overprint option in different software packages does not always match the actual result after printing;
- It is advisable to compose bitmap and vector parts of the layout using InDesign.

3.6. REQUIREMENTS FOR COLORING TESTS:

A digital coloring test meeting the printing conditions may be provided for the purposes of printing house's color by the Customer;

- The coloring test shall imitate offset print according to standard ISO 12647-2:2004;

3.7. REQUIREMENTS FOR TEXT LAYOUTS FOR FORBES MAGAZINE (text layouts may be prepared only by Forbes special projects department) :

1. Advertising is considered to be textual, if text, done by type-setting font, occupies more than 25% of the advertising area.
2. For Advertising Layouts, comprised of textual typesetting, it is required to provide color base with at least 13% tone density per entire page size.
3. Inscription "Advertisement" or "For publicity purposes" is required to be printed on the layout according to the following requirements:
 - Inscription "Advertisement" or "For publicity purposes" is done using the font size of at least 12pt. and easily readable;
 - Letter spacing and word spacing in the inscription "Advertising" is not allowed;
 - In case if the background of layout under inscription is less than 30% of optical density – the color of inscriptions "Advertisement" or "For publicity purposes" is required to be K100%, in case if the background of layout is more than 30% of optical density–the color of inscription "Advertisement" or "For publicity purposes" is required to be White (0%);
 - No image or text of the layout can be placed closer than 5 mm to the inscription "Advertisement" or "For Publicity Purposes"; moreover inscription "For publicity purposes" cannot be placed closer than 8 mm to the edge of the printed side or to the spine of the page;
 - Inscription "Advertisement" or "For publicity purposes" cannot be placed on photo images, which are used in the layout;
 - The layout for the spread must be marked with the inscription "Advertisement" on both pages.
4. It is not allowed to use font styles or other design elements, similar to the typesetting of the magazine, in which the layout is produced.
5. The layout should comply with Advertising law requirements, including norms of Federal Law of 13.03.2006 No38- Federal Law "About advertising".

The advertisement should precisely define the advertising object - commodity, means of personalization of the legal body and (or) of the commodity, manufacturer or seller of the commodity, results of the intellectual activity or event (including sports event, concert, competition, festival, risk-based games, bet), it should be precisely defined in the advertisement as well.

6. Publishing House reserves the right to make demands for additional requirements for textual layouts.

3.8. REQUIREMENTS TO THE LAYOUTS CONTAINING ADVERTISING OF BIOLOGICALLY ACTIVE SUPPLEMENTS, MEDICINES AND MEDICAL SERVICES:

Advertising has to meet the requirements established by Federal Law About Advertising of March 13, 2006 No. 38-FL, (Articles 21, 22, 23, 24) and should also include:

- Advertising of alcoholic beverages and beer should be accompanied by warnings: "excessive drinking harms your health" and be at least 10% of the advertising area;

Any advertisements featuring drugs, medical services, treatment methods and medical equipment shall be accompanied with the inscription: «Consult an expert about the services rendered for possible contraindications»/«Read the instructions for use or get advice from an expert», and it shall occupy at least 5% of the advertising area.

Advertising of biologically active supplements has to be accompanied by the warning «the object of advertising is not a medicine» and to fill not less than 10% of advertising place (space).

Responsibility for the content of the Advertising and its compliance with the legislation is taken by the Customer.

3.9. REQUIREMENTS FOR SPECIAL PROJECTS:

Attention! Sample enclosures shall be provided in advance to be tested by the printing house.