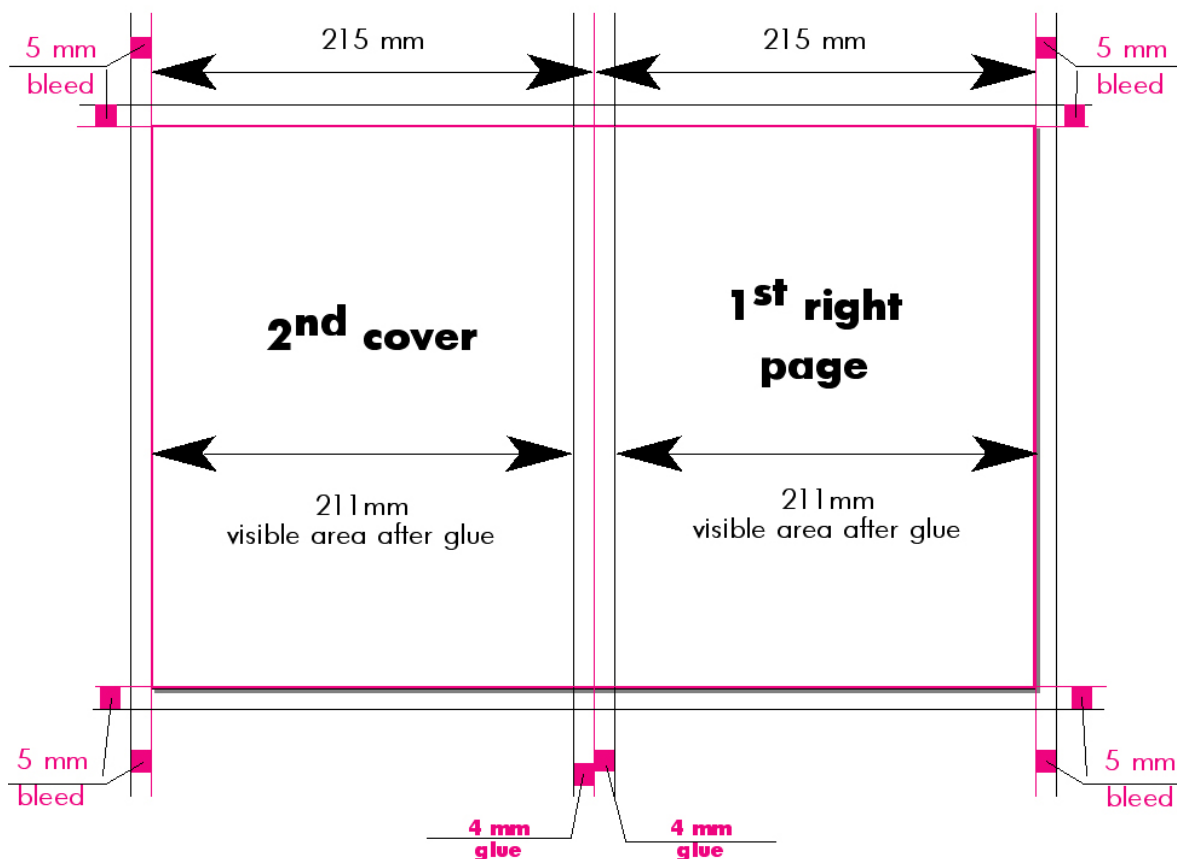


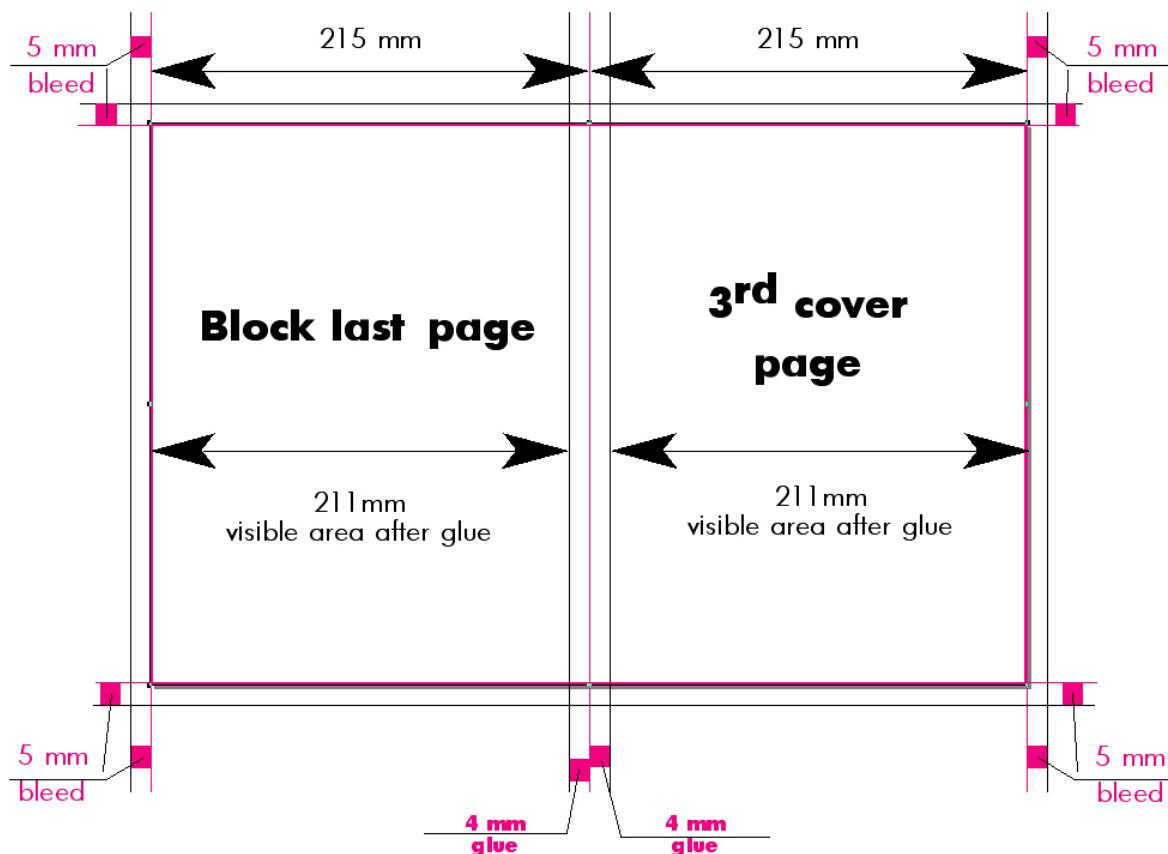
**Trim size of the magazine 215x275 mm.**

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	225 x 145 mm
	vertical	105 x 275 mm	115 x 285 mm
1/3	horizontal	215 x 95 mm	225 x 105 mm
	vertical	73 x 275 mm	83 x 285 mm

**1 Additional requirements for the first and last spread**

All the main objects should be placed not closer than 4 mm from the spine of each spread page. Therefore the trim size of your visible image must be inside of 211 x 275 mm area.





Please note that files for Men's Health mini format are prepared automatically by scale decrease. Therefore you should send one file only (215 x 275mm) for both sizes of magazine.

We accept materials:

- by FTP with preview file attached

- by courier delivery on CD with printout (mark it please - name of magazine, issue date, brand / 3, Polkovaya st., bld. 1, Moscow, 127018 Russia / [www.english.imedia.ru/advertising/](http://www.english.imedia.ru/advertising/)).

## **2 Sending by FTP**

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: Men's Health

### **3 The name of files on FTP:**

- the name of file should consist of not more than 12 symbols.
- only Latin letters– « a-z », numbers – « 0 – 9 » and symbol « \_ » should be used (for example: 5MH\_brand.sit)
- No slash or any other symbols can be used in the names of archives.

### **4 Technical requirements for files**

#### **We accept files:**

- **InDesign (edition CS3)** including linked high resolution pictures and logos.
- **Photoshop (TIFF)** with 300 dpi for CMYK and Grayscale, 1200 dpi for Bitmap.
- **Illustrator (EPS)** with 300 dpi for CMYK and Grayscale, 1200 dpi for Bitmap.
- No vector-transparency in Illustrator can be made. (Only in Photoshop).
- Please don't use in Photoshop additional Paths and Alpha Channels.
- 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).
- No trim frame of image can be made.
- Minimum text size - 6 pt (Minimum text size “reverse” – 9 pt).
- Thickness of lines should not be less than 0,3 pt. Minimum thickness of negative lines is 1 pt.
- Please use **CMYK= 60C/50M/40Y/100K** for the solid black background.

#### ***Please do not use «Overprint» option in non-black objects!***

- Total ink for covers should not exceed 280% total ink for regular (inside) ad pages should not exceed 320%.
- Type of the separation is ICC. You can find profile in our website [www.english.imedia.ru/advertising](http://www.english.imedia.ru/advertising)
- Stray Points must be deleted and all fonts must be converted to outlines. (Create Outline). Fonts are not accepted!!!

#### ***It is not necessary to send color proof!***

No color reclamations are accepted in the following cases:

- Color proof was not provided before the deadline;
- Color proof was not done in accordance with ISO 12647-2;
- Color proof was done from a different than a file sent to the magazine).

## **5 Checking files**

**To make sure that file is OK please use Preflight in InDesign:**

- Fonts – 0 fonts used.
- Illustrations (TIFF, EPS) are linked.
- Color - CMYK.

## **6 LANGUAGE + LEGAL**

- Advertising Legal Mention “НА ПРАВАХ РЕКЛАМЫ” or “РЕКЛАМА” is required.
- Translation of all foreign (Not Russian) words is required with the only exception for the registered trademarks.
- Warning of the harmful effect of excessive consumption of alcohol is required. The warning must be in a size of at least 10% of image. In Russian:  
*«Чрезмерное употребление алкоголя вредит Вашему здоровью»*
- Warning of the harmful effect of tobacco smoking is required. The warning must be in a size of at least of image. In Russian: *«Минздравсоцразвития России предупреждает: курение опасно для Вашего здоровья»*
- In case of healthcare products it is necessary to add the warning in Russian: *«Перед применением необходимо ознакомиться с инструкцией или проконсультироваться с врачом. Имеются противопоказания.»*  
The warning says: “Please read the instructions and consult a physician before using this product. Certain restrictions may apply” The warning must take 5 % of the image. CERTIFICATION and LICENSING are required.

Have a nice art work,

Ekaterina Rubanovich  
CS Coordinator  
Tel.: +7 495 232 32 00 ext 1007  
Fax: +7 495 232 17 54

[e.rubanovich@imedia.ru](mailto:e.rubanovich@imedia.ru)  
Men's Health/ Independent Media Sanoma Magazines