

Trim size of the magazine 260x330 mm

Size:

2/1 (spread) : 520 mm x 330 mm (clean size)

530 mm x 340 mm (with 5mm bleeds)

1/1 (single page): 260 mm x 330 mm (clean size)

270 mm x 340 mm (with 5mm bleeds)

1/2 vertical in editorial page: 121 mm x 306 mm

1/3 vertical in editorial page: 81 mm x 306 mm

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/).

2 Sending by FTP

Our FTP Address: <ftp.imedia.ru>

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

USERNAME: ad

PASSWORD: pokazuka

FOLDER: Prime Traveller

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: 5Cosmo_brand.sit)
- No slash or any other symbols can be used in the names of archives.

3 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
- 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).

4 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.

5 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,

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