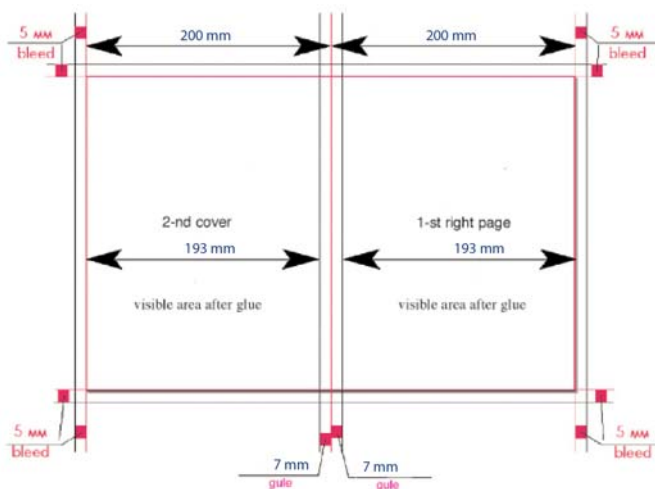


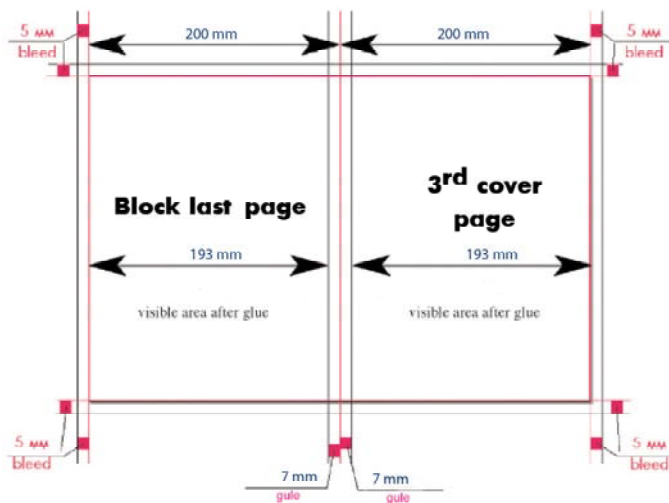
**Trim size of the magazine 200x276mm.**

Size		Trim size	Bleed Size (with 5 mm bleeds on each side)
2/1 (spread)		400 x 276 mm	410 x 286 mm
1/1 (single page)		200 x 276 mm	210 x 286 mm
1/2	horizontal	200 x 136 mm	210 x 146 mm
	vertical	100 x 276 mm	110 x 286 mm
2/3	vertical	119 x 276 mm	129 x 286 mm
1/3	vertical	65 x 276 mm	70 x 286 mm

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

All the main objects should be placed not closer than 7 mm from the spine of each spread page. Therefore the trim size of your visible image must be inside of 193 x 276 mm area.





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

## **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: ESQUIRE RUSSIA

## **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: 5Esquire\_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 and for regular (inside) ad pages should not exceed 300%.
- Type of the separation is ICC (ISOcoated\_v2\_300\_eci.icc)  
<http://english.imedia.ru/advertising/esquire.php>
- 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.

Best regards,  
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Independent Media Sanoma Magazines