

Trim size of the magazine 220 x 295 мм

One page 220 x 295 мм

Spread 440 x 295 мм

Please add 5 mm bleed each side

For the 1st spread please use gutter 6+6 mm!

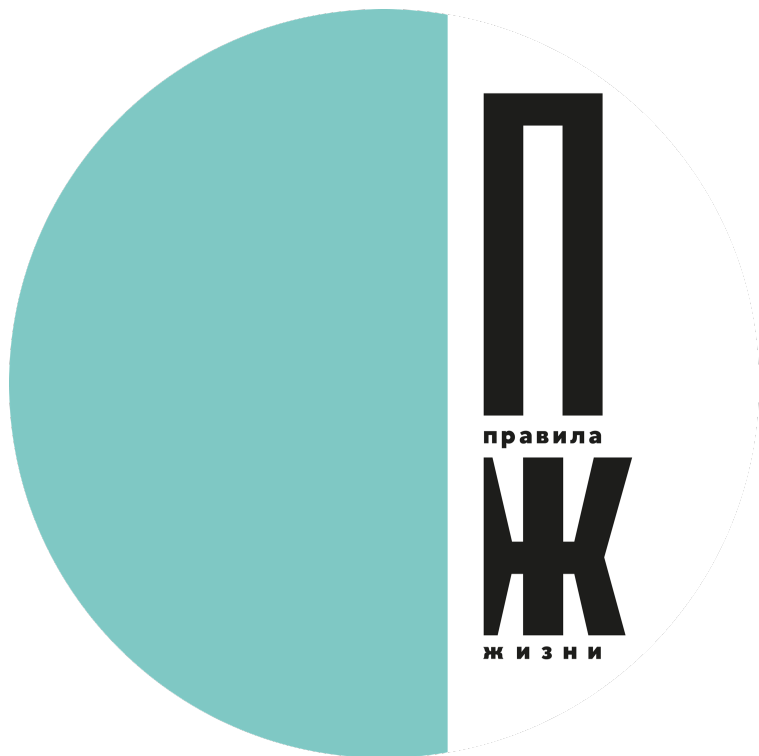
Block 3+3 mm

We accept materials:

- by FTP with preview file attached

Our FTP Address: <ftp.imedia.ru>

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



USERNAME: ad

PASSWORD: pokazuka

FOLDER: ПРАВИЛА ЖИЗНИ

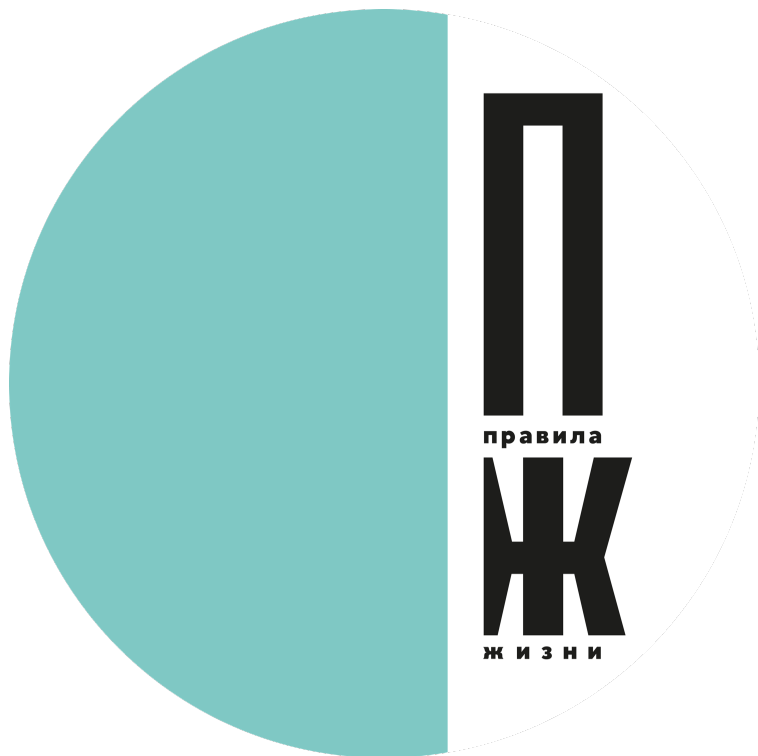
The name of files on FTP:

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

TECHNICAL REQUIREMENTS FOR LAYOUT:

We accept files:

- Ø InDesign (edition CS3) including linked high resolution pictures and logos.
- Ø Photoshop (TIFF) with 300 dpi for CMYK and Grayscale, 1200 dpi for Bitmap.
- Ø 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 10 mm from the cutting lines. (until there is a design idea of possible cutting of design elements)
 - 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.
- 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 rasterize 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)

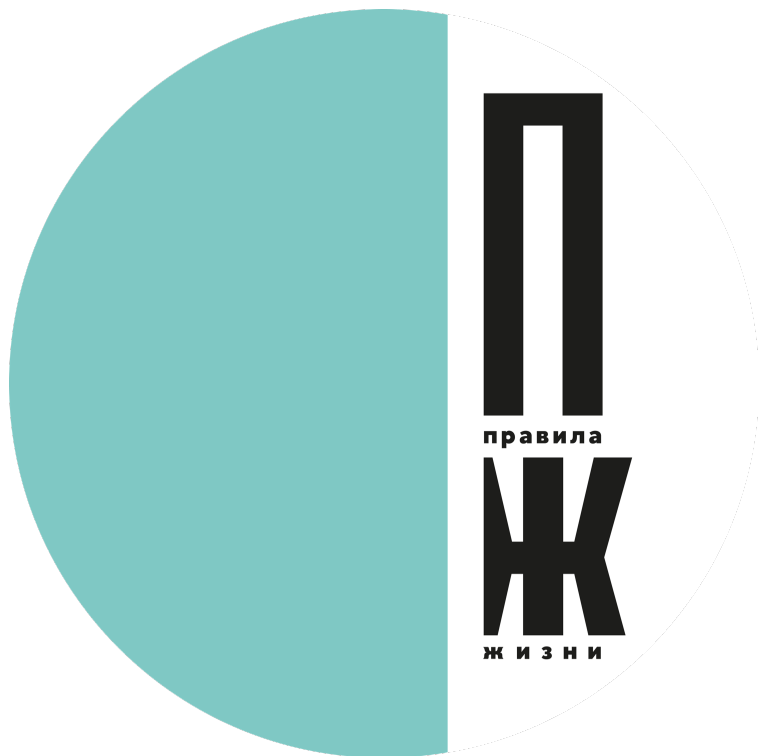
Please do not use «Overprint» option in non-black objects!you should control its usage very carefully. For instance, the printing house has automatic overprint switch off option so white elements with overprint set will not be seen in the printed layout, but it will appear in the preview(but not in PDF)

Attention!

OUR PAPER:

90gr/m2 LumiForte- block

200gr/m2 Pareto Silk-cover



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

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.)

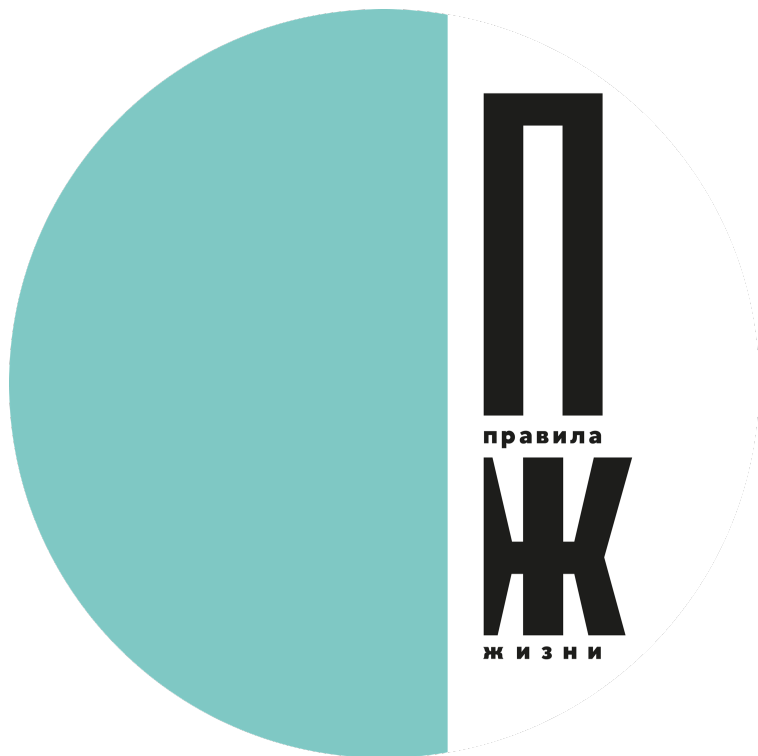
To mark the area for stamping or varnishing you must use vector objects only with 100% black filling

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 layout

In preparing the layout for **Covers** please check the text placed not closer than 7-10 mm from the spine, because it can move to “risk” gluing zone

COLOR SEPARATION PARAMETERS AND COLOR PROOFS REQUIREMENTS:

- Total ink for covers and for regular (inside) ad pages should not exceed 300%.



· Type of the separation for cover and block is ICC (ISOcoated_v2_300_eci.icc) · Stray Points must be deleted and all fonts must be converted to outlines. (Create Outline). Fonts are not accepted!!!

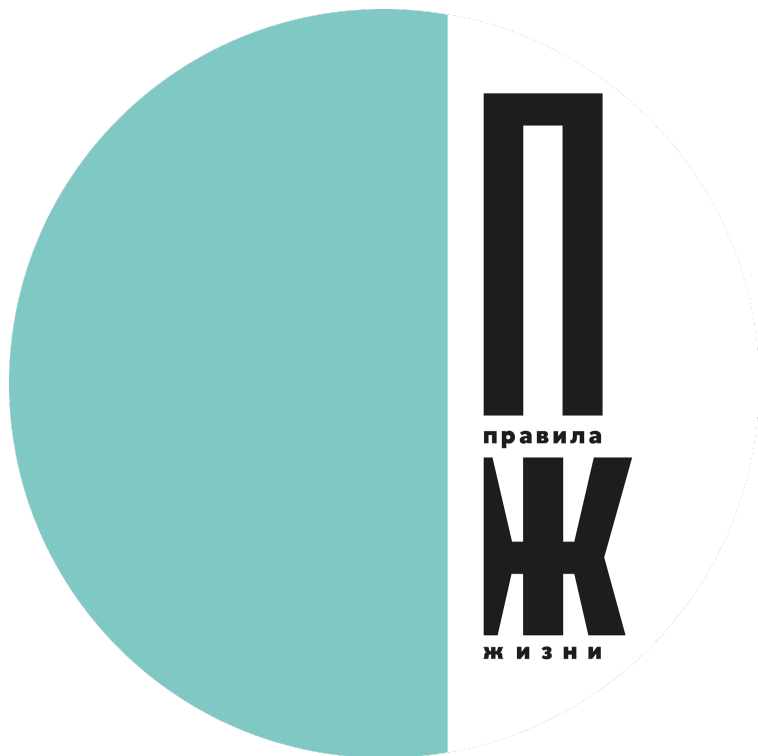
It is not necessary to send color proof!

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.
- 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)
- The color proofs should have the corresponding marking and quality control scales. The recommended control scale is Ugra/FOGRA Media Wedge CMYK and **it should contain a report on the rejection values on the results of verification of conformity to color standard!**
- Permissible variation in Lab-coordinates of the control scale from the reference of the appropriate type of print:

primary CMYK ΔE — not bigger than 5	substrate ΔE — not bigger than 3	primary CMYK ΔH — not bigger than 2,5
maximum ΔE — not bigger than 6	average ΔE — not bigger than 3	ray ΔH — not bigger than 1,5

- 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 expected
- 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 case

Checking files:

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

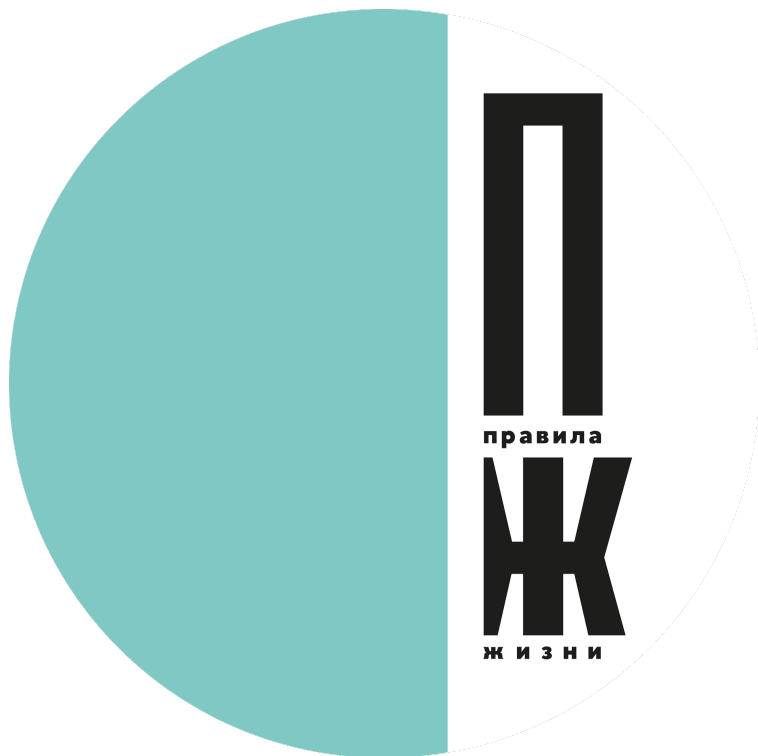
- Fonts – 0 fonts used.
- Illustrations (TIFF, EPS) are linked.
- Color - CMYK.

LANGUAGE + LEGAL

1) Advertising Legal Notice “НА ПРАВАХ РЕКЛАМЫ” or “РЕКЛАМА” is required and must be 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 OGRN 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 sides

CERTIFICATION and LICENSING are required.

If the following recommendations are not observed, Independent Media shall not be held responsible for possible printing mistakes!