

# VOGUE

CS



*Masarykovo nábreží 10, 110 00 Praha  
Czech Republic*

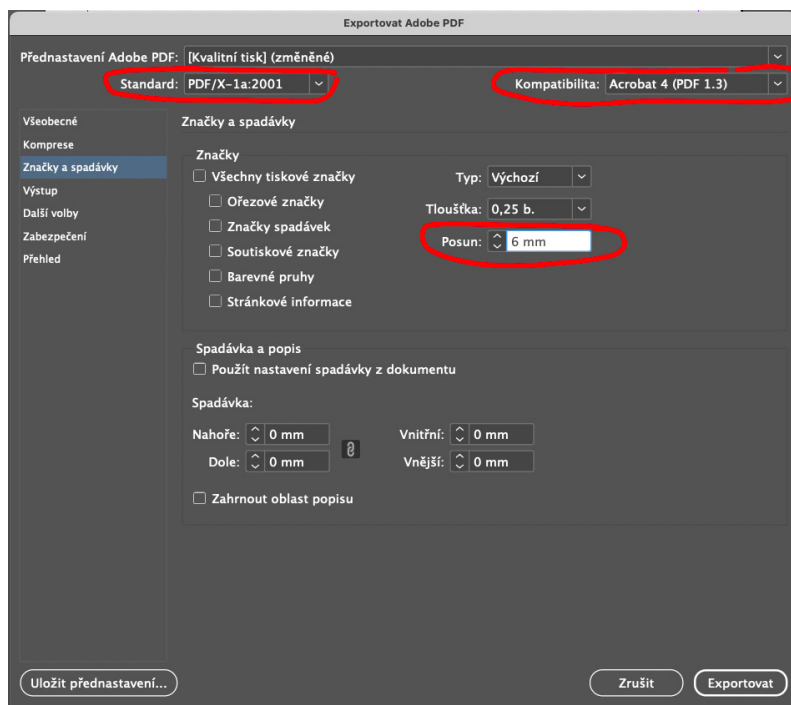
TECHNICAL SPECIFICATION RECEPTION FOR ADVERTISEMENT PURPOSES

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## ADVERTISEMENT DATA ARE ACCEPTED IN THE ELECTRONIC FORM ONLY AND MUST COMPLY TO THE FOLLOWING SPECIFICATIONS

### TECHNICAL SPECIFICATION OF DELIVERED DATA

- During creation of advertising materials, their image frames must be used for **PSO Coated v3 (Fogra 51)**
- A composite print-ready PDF must be in version **Acrobat 4 (PDF 1,3), PDF/X - 1a:2001** (In exceptional cases where the document contains more complex effects and transparency, PDF version 1.5 or 1.6 can be used.)
- The PDF document must not contain any of the following: primary colors; RGB, LAB or ICC profiles, OPI, negative text smaller than 9 pt.; or hairlines and text smaller than 5 pt. Hairline width in the document will be automatically converted to 0.3 pt and primary colors will be converted into the CMYK color mode without further notice.
- We only accept data produced using Adobe Distiller, InDesign 3 or 4 or a special standardized software intended for the production of print-ready PDFs. We recommend to convert all texts into curves. If texts are not converted into curves, all fonts must be correctly embedded into the PDF. (In addition to the data provided for V-gate special pages, which co-ordinates edits with special specifications) MediaBox must be 20 mm larger than TrimBox PDF.
- Any objects which are not located in the bleed area must be placed at least 6 mm from the trimmed size of the advertisement (a security zone – due to magazine binding and crop technical tolerance of +/- 2 mm).
- Files with resolution of less than 300 dpi are regarded as previews and will be returned.
- An advertisement smaller than single page, delivered like type area, must be prepared without bleed.
- No CoreDraw data are accepted!
- In the event that the publisher requires an adjustment of supplied advertising data, the client is obliged to provide the requested data without billing of any additional costs which may be incurred by the client.
- On the double page advertisement we recommend adjusting the graphic design of the object overlapping the spine in a way preventing optical deformation of the image (this does not apply to the first double page advertisement with the default 3 mm off-setting).
- All technical objects, such as crop marks, color scale, color bars, etc., must be placed outside the 5mm bleed, i.e. at least 6 mm from the trim format! (see sample export setup on the next page).



## PROOF-SHEETS

■ A certificated digital proof-sheet in accordance with IISO 12647-2 - FOGRA 51, must be supplied together with the data as a binding color sample. If the previously mentioned proof-sheet is not supplied, the client's entitlement to claim refund due to discrepancy in quality of print or variation in color will expire immediately.

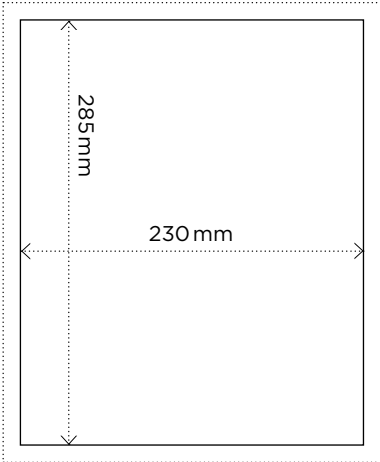
## RECEPTION OF DATA

■ Please send us the advertising materials up to size 20Mb on the mail [inzertni.podklady@vogue.cz](mailto:inzertni.podklady@vogue.cz), in the case of bigger size, please select a mission through a wetransfer / deposit with reference to our advertising address.

■ Data can also be sent directly to our Xeelo internal workflow, where you can have your user account set up individually, and you can set up our back office upon request.

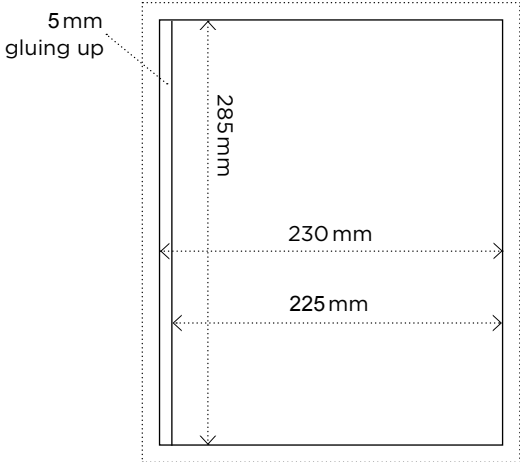
■ The contact person for the sending of advertising materials is Michaela Vojčová, tel.: +420 603 920 159, mail: [michaela.vojcova@vogue.cz](mailto:michaela.vojcova@vogue.cz)

# DIMENSIONS AND DRAWINGS EACH FORMAT



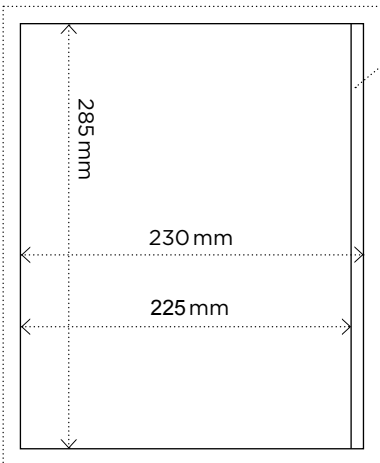
bleed 5 mm

**1**  
**SINGLE PAGE - 4TH**  
**COVER PAGE**  
230 × 285 mm (trim size)  
+ 5 mm over print margins  
on all sides



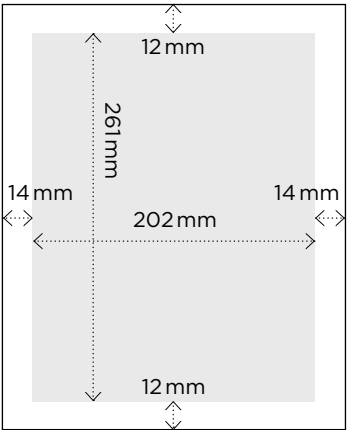
bleed 5 mm

**1B**  
**SINGLE PAGE - 3RD**  
**COVERPAGE**  
230 × 285 mm (overall format)  
+ 5 mm over print margins on all  
sides 225 × 285 mm (visible size)  
5 mm are for gluing up, **delivered**  
**data must be on trim size**

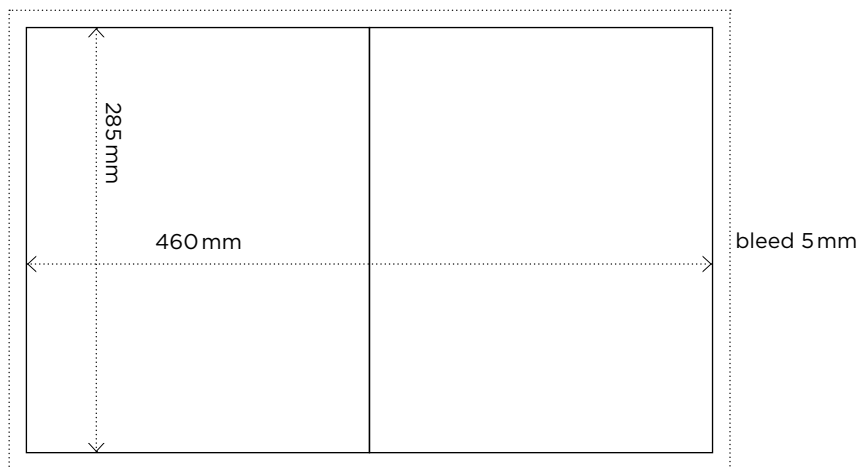


bleed 5 mm

**1A**  
**SINGLE PAGE - 2ND**  
**COVERPAGE**  
230 × 285 mm (visible size)  
+ 5 mm over print margins on all  
sides 225 × 285 mm (visible size)  
5 mm are for gluing up, **delivered**  
**data must be on trim size**



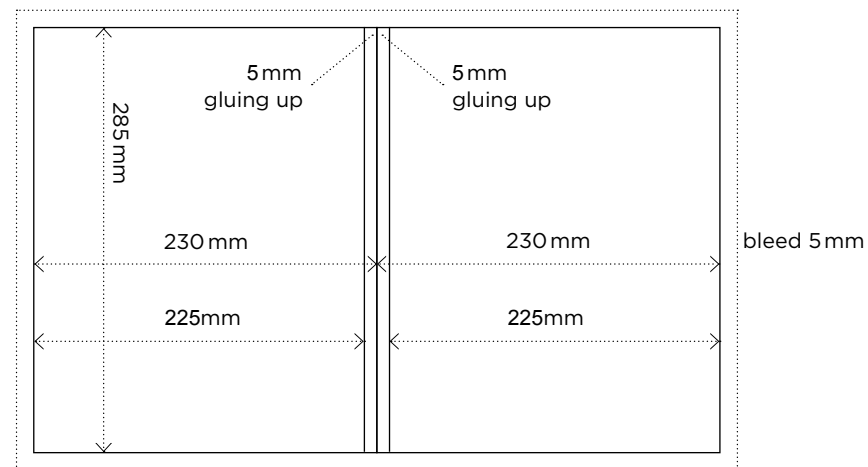
**1C**  
**SINGLE PAGE ON LAYOUT**  
**(FACE OF COMPOSITION)**  
202 x 261 mm layout (face of  
composition) advertising delivered to  
layout must be made without bleed



**2**

### INNER DOUBLE PAGE

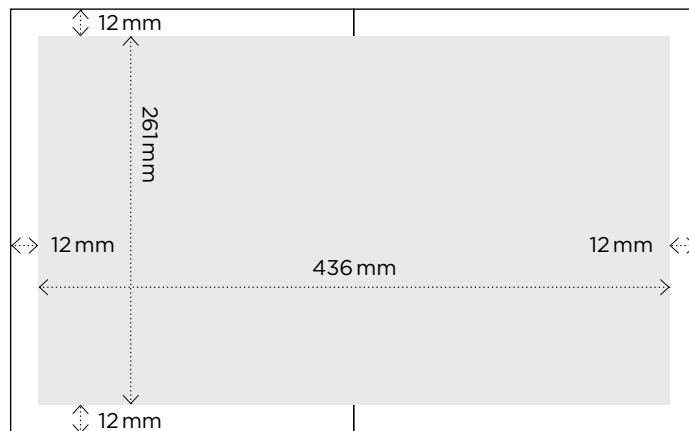
460 × 285 mm (trim size) data for doublepage must be delivered as single pages with 5 mm over print margins on all sides



**2A**

### 1ST DOUBLE PAGE (SECOND COVER PAGE + FIRST INSIDE PAGE)

(second cover page /first inner page or third cover page/last inside page)  
460 × 285 mm (overall size) + 5 mm over print margins on all sides 450 × 285 mm (visible size) on all sides, which are going to spine must be prepared with 5 mm indentation from the spine, **delivered data must be on trim size**

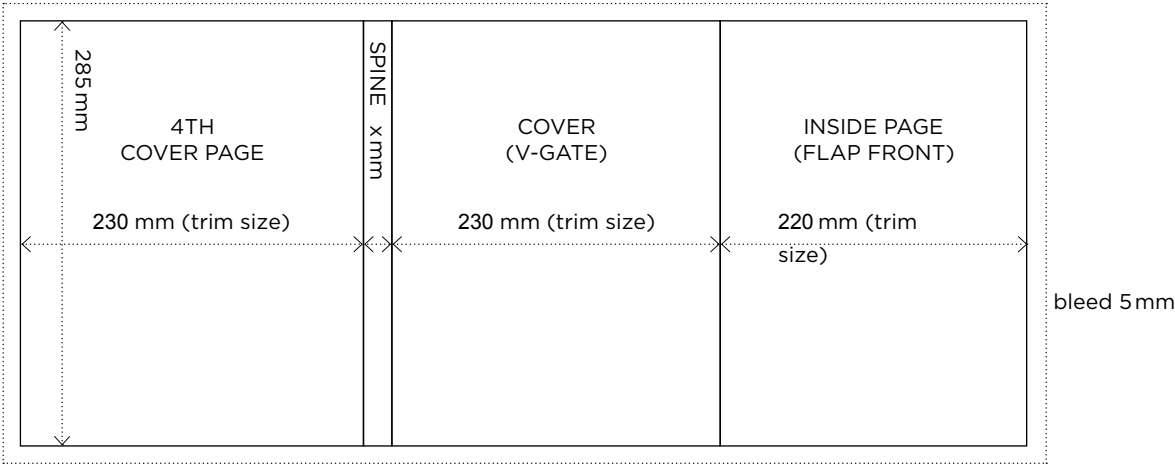


**2B**

### DOUBLE PAGE ON LAYOUT (FACE OF COMPOSITION)

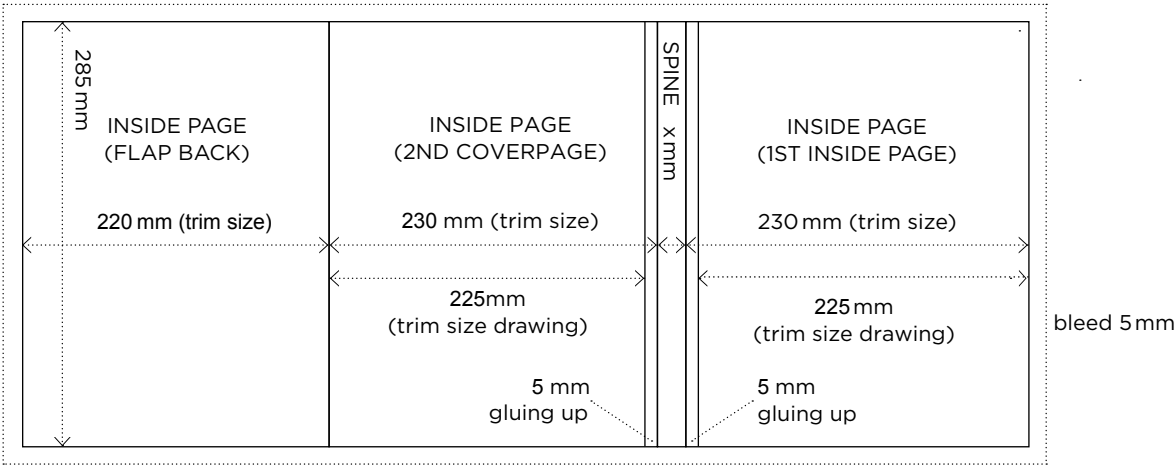
436 × 261 mm (trim size) advertising delivered to layout (face of composition) must be made without bleed

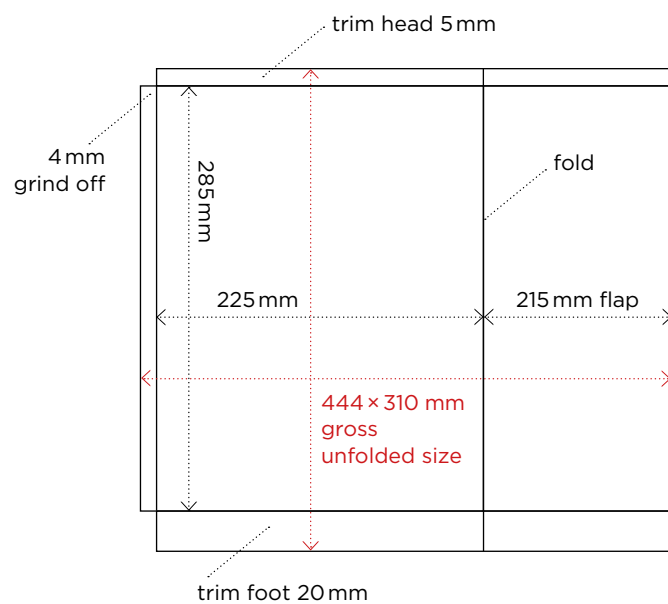
# COVERAGE WITH FLAP FRONT



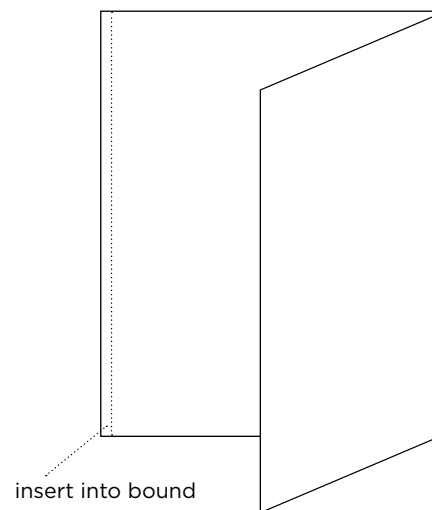
**V-GATE TITLE PAGE  
WITH FLAP TURN INSIDE**  
2nd cover page (advertising) and  
1st inside advertising page will  
be glued up in spine 5mm. **The  
supplied data must be on trim  
size + bleed 5mm**

# COVERAGE WITH FLAP BACK





technical specification folded insert



## 4

### LIST WITH FLAP

Delivered in gross size with flap  
forward paper KM, KL 150g / m<sup>2</sup>  
(other weights, after consultation  
with the printer)