

ADVERTISING GUIDE

B2B MAGAZINES

BEAUTY business

ProgettoCucina

TIVU ab

Babyworld

BOXOFFICE
IL MONDO DEL CINEMA E IL SUO BUSINESS

TOYSTORE

tradebianco

Trade

PRINT VERSION

DIGITAL VERSION

STANDARD FORMATS

BEAUTY business

ProgettoCucina

TIVU

ab
ASSOCIATI
BENTON & BOWLES

Babyworld

BOXOFFICE
IL MONDO DEL CINEMA E IL SUO BUSINESS

TOYSTORE

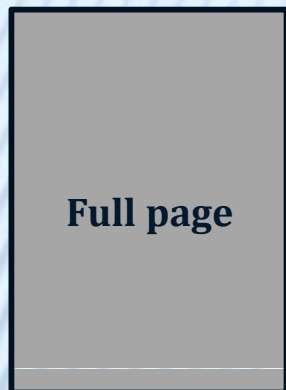
tradebianco

Trade

PRINT VERSION

STANDARD FORMATS B2B MAGAZINES

-Full page-



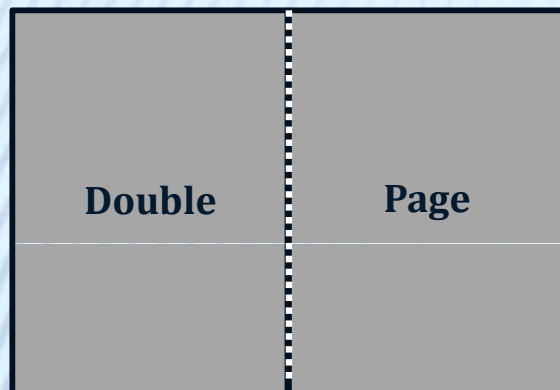
MAGAZINE	SIZE	BINDING
ABITARE IL BAGNO	240x325 mm	Trade Paperback
BABYWORLD	210x297 mm	Stapled
BEAUTY BUSINESS	240x325 mm	Trade Paperback
BOX OFFICE/ITALIAN CINEMA	297x420 mm	Loose four-page folders
PROGETTO CUCINA	240x325 mm	Trade Paperback
TIVU'	240x325 mm	Trade Paperback
TOY STORE	210x297 mm	Stapled
TRADE BIANCO	240x325 mm	Trade Paperback
TRADE CONSUMER ELECTRONICS	240x325 mm	Stapled

REQUIRED MATERIAL

- PDF 300 dpi , with crop marks, not protected, fonts included
The document must reflect the exact dimensions provided in the technical list, **increased by 5 mm (each side)**
- COLOUR METHOD: CMYK, black texts should be K 100%
- Please also note that texts and trademarks must always be placed at least 7 mm from the trimming edge to avoid the risk of being cut during assembly.
- Colour proof

STANDARD FORMATS B2B MAGAZINES

-Double page spread-



MAGAZINE	SIZE	BINDING
ABITARE IL BAGNO	480x325 mm	Trade Paperback
BABYWORLD	420x297 mm	Stapled
BEAUTY BUSINESS	480x325 mm	Trade Paperback
BOX OFFICE/ITALIAN CINEMA	594x420 mm	Loose four-page folders
PROGETTO CUCINA	480x325 mm	Trade Paperback
TIVU'	480x325 mm	Trade Paperback
TOY STORE	420x297 mm	Stapled
TRADE BIANCO	480x325 mm	Trade Paperback
TRADE CONSUMER ELECTRONICS	480x325 mm	Stapled

REQUIRED MATERIAL

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The document must reflect the exact dimensions provided in the technical list, **increased by 5 mm (each side)**
- COLOUR METHOD: CMYK, black texts should be K 100%
- Please also note that texts and trademarks must always be placed at least 7 mm from the trimming edge to avoid the risk of being cut during assembly.
- We advise you against inserting texts/images passing through. For double page spread recommended gutter allowance/"double imaging" see instructions in the next page.
- Colour proof

STANDARD FORMATS B2B MAGAZINES

-Double page spread: Gutter allowance/"Double imaging"-

The following images explain the idea of "PENDANT", that is the way to get around the problem of the "disappearance" of the images towards the spine in a paperback magazine.

In the first screenshot, the 2 pages, deliberately not flanked, reproduce a car where is clearly evident the repetition of the image for 4 mm approx., near the spine in the image. In the second screenshot the two pages (right and left) are deliberately flanked and superimposed to show the visual final effect of the pendant. There will be a margin 8 mm (4 on each page) which will permit the correct visual effect on the "passing through" images. This margin could be reduced to 6 mm (3 per page) or even 4 mm (2 per page) because the "doubling" of the passing through images could be visible (particularly when the reader forced the opening of the magazine in the middle of the spine).



The binding machine spreads a glue strip on the side creating a creasing which is 4-5 mm away from the spine. The pendant effect on the inside cover (page 2-3), on the back cover and on the previous page will be compromised. We suggest you not to put texts/images/logos in the nearness of the spine

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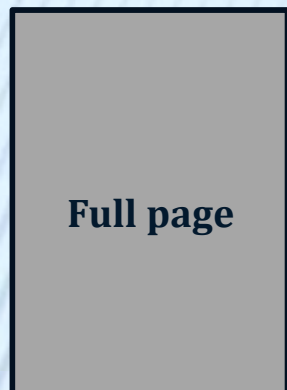
tradebianco

Trade

DIGITAL VERSION

STANDARD FORMATS B2B MAGAZINES

-Full page-



MAGAZINE	SIZE
ABITARE IL BAGNO	240x325 mm
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PROGETTO CUCINA	240x325 mm
TIVU'	240x325 mm
TOY STORE	210x297 mm
TRADE BIANCO	240x325 mm
TRADE CONSUMER ELECTRONICS	240x325 mm



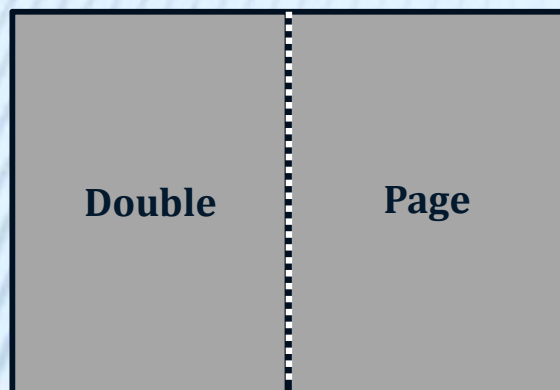
YOU SHOULD SUPPLY US WITH THE FILE FOR THE DIGITAL VERSION ONLY IF IT CONTAINS MULTIMEDIAL ELEMENTS (ACTIVE LINKS, PHOTOGALLERY, VIDEO)

REQUIRED MATERIAL

- PDF 150 dpi , no crop marks, no bleed, not protected, fonts included
- COLOUR METHOD: RGB
- Multimedial contents (Video/Photos)

STANDARD FORMATS B2B MAGAZINES

-Double page spread-



MAGAZINE	SIZE
ABITARE IL BAGNO	480x325 mm
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YOU SHOULD SUPPLY US WITH THE FILE FOR THE DIGITAL VERSION ONLY IF IT CONTAINS MULTIMEDIAL ELEMENTS (ACTIVE LINKS, PHOTOGALLERY, VIDEO)

REQUIRED MATERIAL

- PDF 150 dpi , no crop marks, no bleed, not protected, fonts included
- **Must be supplied as 2 files, right and left page**
- COLOUR METHOD: RGB
- Multimedial contents (Video/Photos)

STANDARD FORMATS B2B MAGAZINES

-Multimedial contents-

WWW

LINK

One or more parts of the page could be active.
It's not possible to have the entire page linking to a website

The page must be supplied with active links

PHOTOGALLERY

MAX N° PHOTOS : 15
SIZE: 1024x768 px
COLOUR : RGB
RESOLUTION: 135 dpi

The photogallery's integration will be realized by Editoriale Duesse

VIDEO

CODEC : H. 264
FORMAT: mpeg4
KBPS : 1.500
AUDIO : 44.1 KHZ stereo
FILE'S EXTENSION: .mp4
MAX WEIGHT : 10 mb

The video's integration will be realized by Editoriale Duesse



You should insert a CTA button that suggests the presence of the video/photogallery.

DIGITAL VERSION

DELIVERY OF THE MATERIALS

*Files should be sent to the following addresses
WITHIN THE ESTABLISHED DEADLINE:*

ANTONELLA BARISONE



abarisone@e-duesse.it



Tel. 0227796408

PAOLA LORUSSO



plorusso@e-duesse.it



Tel. 0227796401

You should specify the following information in your email:

- **ADVERTISER'S NAME**
- **ISSUE/REISSUE**
- **CONTACT PERSON TO REPORT IN CASE OF TECHNICAL PROBLEMS/UNSUITABLE MATERIALS**



COLOUR PROOF WILL BE GREATLY APPRECIATED. WE COULD NOT ACCEPT COMPLAINTS FOR BAD RESULTS IN THE ABSENCE OF IT