
ADVERTISING GUIDE



PRINT VERSION

DIGITAL VERSION

APP

STANDARD FORMATS

Voilà

BELLEZZA•MODA•LIFESTYLE•TUTTI I TRUCCHI PER ESSERE GLAMOUR



PRINT VERSION

STANDARD FORMATS

-Full page-

Full page

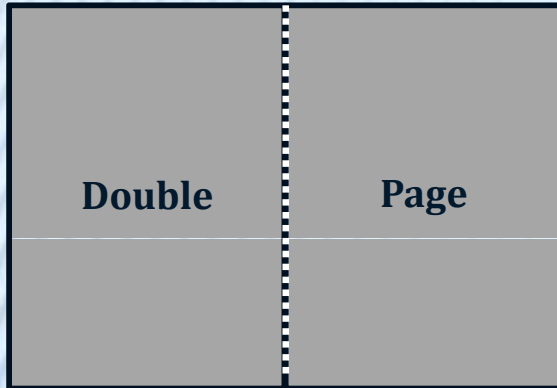
MAGAZINE	SIZE	BINDING
VOILA'	200x240 mm	Trade Paperback

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

-Double page spread-



MAGAZINE	SIZE	BINDING
VOILA'	400x240 mm	Trade Paperback

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 (eachside)
- COLOUR METHOD: CMYK, black texts should be K 100%
- Please also note that texts and trademarks must always 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

-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).

A



B



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

STANDARD FORMATS

Voilà

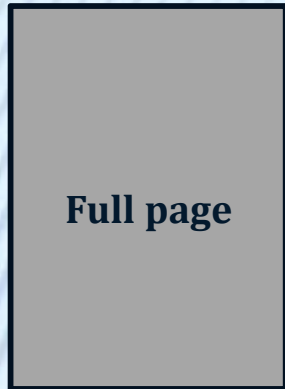
BELLEZZA•MODA•LIFESTYLE•TUTTI I TRUCCHI PER ESSERE GLAMOUR



DIGITAL VERSION

STANDARD FORMATS

-Full page-



MAGAZINE	SIZE
VOILA'	200x240 mm



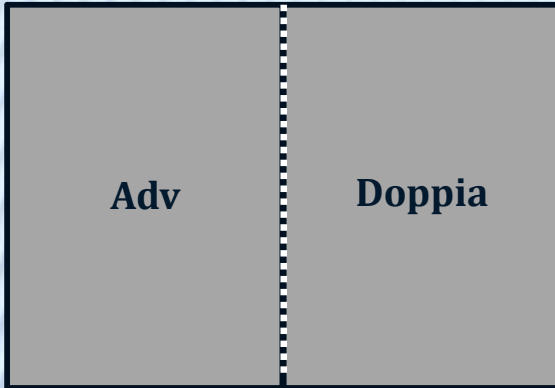
THE SUPPLY OF THE DIGITAL VERSION IS MANDATORY

REQUIRED MATERIAL

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

STANDARD FORMATS

-Double page spread-



MAGAZINE	SIZE
VOILA'	400x240 mm



THE SUPPLY OF THE DIGITAL VERSION IS MANDATORY

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

-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.

BANNER APP



BANNER APP

*Voilà App is available for free in the App Store, Google Play and Windows Store.
The digital version of the magazine is enriched with extra contents (Videos, photogalleries, quick links)*


AD TYPE	DEVICE	OS	SIZE	WEIGHT	RESOLUTION	FILE TYPE	POSITION
INTERSTITIAL	iPad	iOS	700x700	Max 70k	72dpi	- gif - jpg	It appears in the centre of the screen every 4 minutes and has a "CLOSE" button. IN ROTATION WITH OTHER ADVERTISERS
	Tablet Smartphone	Android	300x250	Max 40k	72dpi	- gif - jpg	
	PC	Microsoft Windows 8	700x700	Max 70k	72dpi	- gif - jpg	
BOTTOM BANNER	iPad Tablet Smartphone	iOS Android Android	320x50	Max 40k	72dpi	- gif - jpg	At the bottom of the page, in the middle. IN ROTATION WITH OTHER ADVERTISERS
	iPhone	iOS	216x36	Max 40k	72dpi	- gif - jpg	
	PC	Microsoft Windows 8	320x50	Max 40k	72dpi	- gif - jpg	

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