

ADVERTISING GUIDE B2C MAGAZINE

BEST MOVIE BestMovie

BUSINESSPEOPLE BusinessPeople

Voilà Voilà

PRINT VERSION

DIGITAL VERSION

STANDARD FORMATS

BEST MOVIE BestMovie

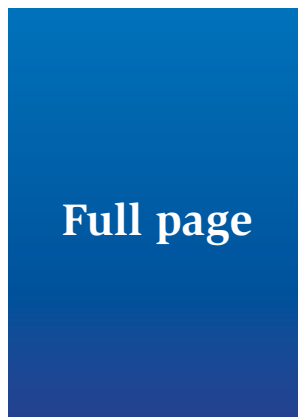
BUSINESSPEOPLE BusinessPeople

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PRINT VERSION

STANDARD FORMATS - B2C MAGAZINE

Full page



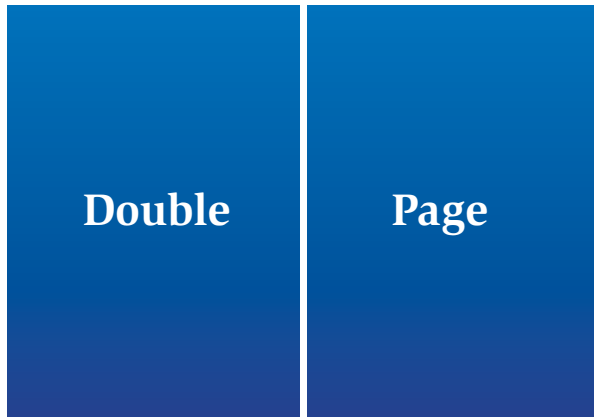
<u>MAGAZINE</u>	<u>SIZE</u>	<u>BINDING</u>
BestMovie	230x287 mm	Trade Paperback
BusinessPeople	240x287 mm	Trade Paperback
Voilà	200x240 mm	Trade Paperback

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 placed at least 7 mm from the trimming edge to avoid the risk of being cut during assembly.
- COLOUR PROOF

STANDARD FORMATS - B2C MAGAZINE

Double page spread



MAGAZINE	SIZE	BINDING
BestMovie	460x287 mm	Trade Paperback
BusinessPeople	480x287 mm	Trade Paperback
Voilà	400x240 mm	Trade Paperback

REQUIRED MATERIAL

- PDF 300 dpi , with crop marks, not protected, fonts included
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- 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 - B2C MAGAZINE

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 on both sides of 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, pressing 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.

STANDARD FORMATS

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DIGITAL VERSION

STANDARD FORMATS - DIGITAL VERSION

full page



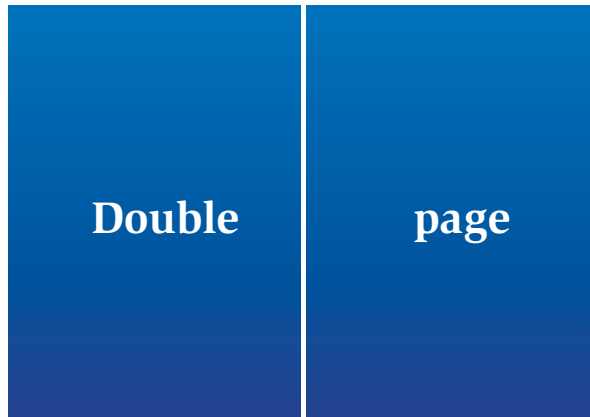
<u>MAGAZINE</u>	<u>SIZE</u>
BestMovie	230x287 mm
BusinessPeople	240x287 mm
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REQUIRED MATERIAL

- PDF 150 dpi , no crop marks, no bleed, not protected, fonts included, max 2 MB weight
- COLOUR METHOD: RGB
- Multimedial contents (Video/Photos)

STANDARD FORMATS - DIGITAL VERSION

double page spread



<u>MAGAZINE</u>	<u>SIZE</u>
BestMovie	460x287 mm
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Voilà	400x240 mm

REQUIRED MATERIAL

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

STANDARD FORMATS - DIGITAL VERSION

Multimedial contents



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

Colour: RGB

Resolution: 135 dpi

- The photogallery's integration will be realized by Duesse Communication



VIDEO

Codec: H264

Format: mpeg4

File's extension: .mp4

Max weight: 10 mb

- The video's integration will be realized by Duesse Communication



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

DELIVERY OF THE MATERIALS

**Files should be sent to the following addresses
within the established deadline**

Antonella Barisone

mail: abarisone@e-duesse.it
tel. 0227796408

Valentina Petrus

mail: vpetrus@e-duesse.it
tel. 0227796223

You should specify the following information in your email:

- **Advertiser's name**
- **Issue/reissue**
- **Any repetitions**
- **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 IF IT**