

# Magazine technical info

## FOOD

ENGINEERING & INGREDIENTS

THE MAGAZINE FOR THE FOOD AND DRINKS INDUSTRY IN EUROPE

### TECHNICAL SPECIFICATIONS

<b>Printing:</b>	Web offset blanket/blanket	<b>Type area:</b>	182 x 254 mm (7 1/8" x 10")
<b>Paperstock:</b>	80 grams PWF	<b>Bleed:</b>	Min 5 mm (1/4") beyond trim size
<b>Binding:</b>	Perfect bound		Live matter should always stay within type area
<b>Final trim size:</b>	210 x 276 mm (8 1/2" x 10 7/8")		

### AD SIZES

#### DIMENSIONS (width x height)

	mm	inch
1/4	89 x 124 mm	3 1/2" x 4 7/8"
1/3 horizontal	182 x 77 mm	7 1/8" x 3"
vertical	58 x 254 mm	2 1/4" x 10"
1/2 horizontal	182 x 124 mm	7 1/8" x 4 7/8"
vertical	89 x 254 mm	3 1/2" x 10"
Island	120 x 190 mm	4 11/16" x 7 7/16"
Standard page	182 x 254 mm	7 1/8" x 10"
bleed	222 x 288 mm	8 11/16" x 11 5/16"
Standard page spread	392 x 254 mm	15 7/16" x 10"

### DIGITAL FILE REQUIREMENTS

#### Required digital files

1. The advert file (in any of the accepted native or specific file formats).
2. The imported image files (tiff, eps or bitmap).
3. The Postscript Type 1 typefaces used in the advert file and in the imported or embedded files (both printer and screen fonts must be included, Truetype fonts are not accepted, for each style used a printer font must be included.)

#### Preferred file format

High resolution (certified) pdf (following the "IsoCoated\_V2\_300" specifications ([www.eci.org](http://www.eci.org))).

**Other accepted formats:** TIF(F), Illustrator EPS, Photoshop EPS

#### Native software files

InDesign • Photoshop • Illustrator. When using Illustrator use only CMYK colours, convert typefaces (fonts) to outlines (paths).

#### Data Communications

FTP-server address: <ftp.panglobalmedia.info>

Username and password can be received upon request

#### Proofing

We require a proof accompanying the supplied advertising material. If you are not able to send a hardcopy proof for digital adverts, a PDF at screen resolution is sufficient. We do not regard PDF and desktop print material (e.g. from general office and home printers) as an accurate colour proof.

### GENERAL SPECIFICATIONS PROOFING

- Colours must be defined as percentages of CMYK with a maximum coverage of 310% i.e. cyan 100% – magenta 80% – yellow 100% – black 70%.
- The use of indexed, RGB, spot or pantone colours is not allowed.
- All images must be high resolution (300 ppi) CMYK colour or greyscale; bitmap images must be at least 1200 ppi.
- Do not reduce images less than 20% or enlarge more than 130%.
- Enlarging imported images decreases the final resolution and may affect the quality of the image.
- Do not stylize fonts. For each style used a printer font must be included.
- Do not use LZW compression when saving an image as TIF(F).
- Do not use JPEG encoding when saving an image as EPS, please use binary.
- Digital data carriers: CD-Rom, DVD or USB-stick
- Mailing address: PanGlobal Media, "Name of the magazine", 326 Rue Royale, 1030 Brussels, Belgium