

● **MAGAZINE TECHNICAL INFO**

TECHNICAL SPECIFICATIONS

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

Accepted file formats

High resolution (certified) pdf (following the "IsoCoated_V2_300" specifications (www.eci.org). Please see details on www.fe-online.com/technicalinfo.

Other accepted formats: TIF(F), Illustrator EPS, Photoshop EPS, Generic EPS with embedded Type 1, Postscript fonts (NOT TruType), Postscript (certified), TIF(F), (composite CMYK, device independent, Level 2)

Native software files

QuarkXPress 6.5 · Adobe CS3: Illustrator · Photoshop · InDesign. When using Illustrator use only CMYK colours, convert typefaces (fonts) to outlines (paths) and save as Illustrator version 8 EPS file.

Data Communications

FTP-server address: ftp.panglobalmedia.info

Username: food

For password, please contact: sales@panglobal.be

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.

Naming convention

The file or folder containing your digital advert has to comply with the following naming convention: FEI_issue number_Company name. Ex : fei_4_Sartorius

Digital data carriers

CD-Rom, DVD or USB-stick · Mailing address: FOOD ENGINEERING & INGREDIENTS
 100 rue des Palais - 1030 Brussels - Belgium

● **TERMS & CONDITIONS**

The following is an excerpt from the Publisher's sales conditions

ACCEPTANCE OF ADVERTISEMENTS

- All applications for insertion of advertisements are binding on the applicant in an irrevocable way.
- Application for insertion of advertisements shall not become binding contracts on the Publisher until the applications are accepted by the Publisher in Brussels. The Publisher reserves the right to refuse any applications for advertisement insertions without having to state the reasons for its refusal. A refusal never entitles the applicant to claim for damages of any kind.

CANCELLATION

For orders booked and confirmed in writing, cancellations within 8 weeks of the mailing date of the magazine will be charged in full. Cancellations prior to 8 weeks must be confirmed in writing.

RESPONSIBILITY

- The Publisher declines all responsibility concerning content, form, arrangement, etc., of the advertisements.
- Advertisers or agents are solely responsible for their advertisements. They therefore commit themselves to hold the Publisher harmless in case of dispute.
- The responsibility of the Publisher is in any case limited to the price of the advertisement.

JURISDICTION

The present advertising contract will be governed by Belgian law. Only the Courts of Brussels will have exclusive jurisdiction concerning disputes over the present advertising contract, unless the Publisher would elect to bring such dispute before the competent Court at the advertiser's/agency's place of business.

The complete sales conditions are included in the order confirmation document sent by the Publisher.

● **ONLINE TECHNICAL INFO**

TECHNICAL SPECIFICATIONS

Ad Type	Width x Height (pixels)	Format	Maximum Size
Leaderboard	728 x 90	GIF/Flash	25 kB
Rectangle	300 x 250	GIF/Flash	25 kB
Skyscraper	120 x 600	GIF/Flash	25 kB
Full banner	468 x 60	GIF/Flash	15 kB
Vertical banner	120 x 240	GIF/Flash	20 kB
Button	120 x 90	GIF/Flash	15 kB

N.B. All ads provide links / deeplinks on the advertiser website.

For Webvertorials:

- Title : 50 characters max
- Description: 800 characters max
- Company name + logo
- Deeplink
- Picture : 175 x 175 pixels (JPEG, GIF, PNG)

For Videos:

- Any format accepted : MPG, MOV, AVI) 30 seconds max

Details for E-newsflashes & E-Newsletters supplied on request

For more details please contact Astrid Wydouw

T. +32 2 240 26 48 · F. +32 2 240 27 78

a.wydouw@panglobal.be



● **CONTACTS**

FOOD ENGINEERING & INGREDIENTS

Rue des Palais 100 · B-1030 Brussels, Belgium
 T.+32-2-240 26 11 · F.+32-2-240 27 78
 www.fe-online.com

PUBLISHER

Bernard Léger, M.D.
 T.+32-2-240 26 43 · F.+32-2-240 27 78
 b.leger@panglobal.be

ADVERTISING SALES MANAGER

Astrid Wydouw
 T.+32-2-240 26 48 · F.+32-2-240 27 78
 a.wydouw@panglobal.be

ADVERTISING SALES REPRESENTATIVE

FOOD
ENGINEERING & INGREDIENTS

Quality content



THE INTERNATIONAL PUBLICATION MOST VALUED BY FOOD INDUSTRY READERS AND THE ONLY ONE TO BOAST NUMEROUS AND LOYAL PAID SUBSCRIBERS

to chew on

For Food & Drinks industry professionals

European market

11,150 readers (12,4% in Central/Eastern Europe)

SINCE 1976