

Datasheet for Printing Material

Print files which do not meet the following specifications can not be accepted.

Please check all your documents in detail beforehand.



Check List:

- Name your print file job/project related
- **4-colour CMYK printing: no Spot Colours**
- **Image resolution at 1:1 scale: 300 dpi**
- **Ad sizes of DPS / Pages need bleed of 5 mm**
- **All marks outside the bleed margin of 5 mm***
- **Total Area Coverage value for all artwork: Inside: max. 300 %** (Heatset web offset)
Cover: max. 340 % (Sheetfed offset)
- For bleed ads, all vital advertising material (text and images) should be kept within the type area to avoid loss of content during product trimming. We cannot accept responsibility for any advertising material lost during trimming outside of the type area if this is ignored. (Type area: 5 mm off bleed, appr. 10 mm of gutter).*
- Data format: Adobe PDF X/4 (PDF/X-1a:2001-compatible)
- When sending files, please make sure ALL fonts are embedded, preferably as a subset.
- The printing house's RIPS will reproduce knockout or overprint as specified in the artwork. If you do not wish black text to have the hallmark white halos appearing in cases of slight miss-register, then you should ensure your application is set to 'Overprint' black.
- White 'Overprint' is a common problem in print. It is, without exception, the responsibility of the sender to ensure that no part of their artwork is set to white overprint before sending the file.

* see graphics on page 2

Overall Information:

Stock type

Cover:
Magno Gloss 250 g/m²
Inside pages:
UPM star matt H 1.2,
80 g/m²

Finished style

Perfect binding

Finished size

210 × 280 mm (W × H)

Colour management / Profiles

ISO Coated v2_300
Inside pages and
ISO Coated v2
for cover pages

Total Area Coverage
Inside pages: ≤ 300 %
Cover: ≤ 340 %

Download the Colour Profile at eci.org/en/downloads

Minor deviation of colour/tone change have its origin in the printing process and can not be queried. For a binding print result the customer has to provide a colour proof.

The sender is fully and solely responsible for the design suitability of all delivered artwork.

Overhead will be charged.

Important Notes for the Artwork

Please check your artwork: bleed and safety margin space on the insides of pages!

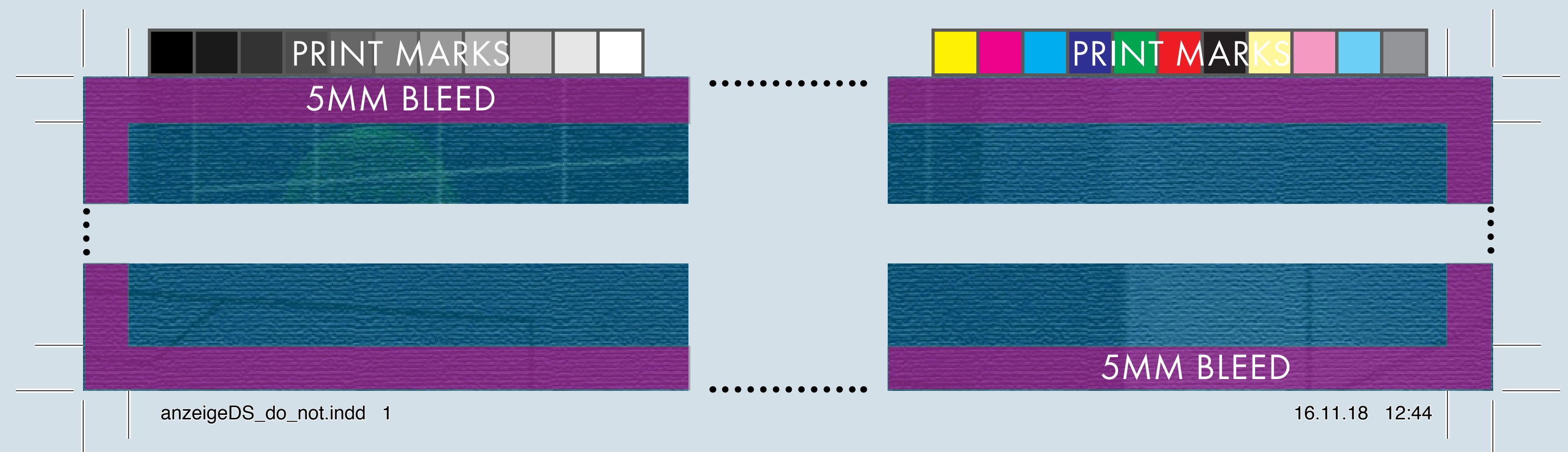


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Bleed

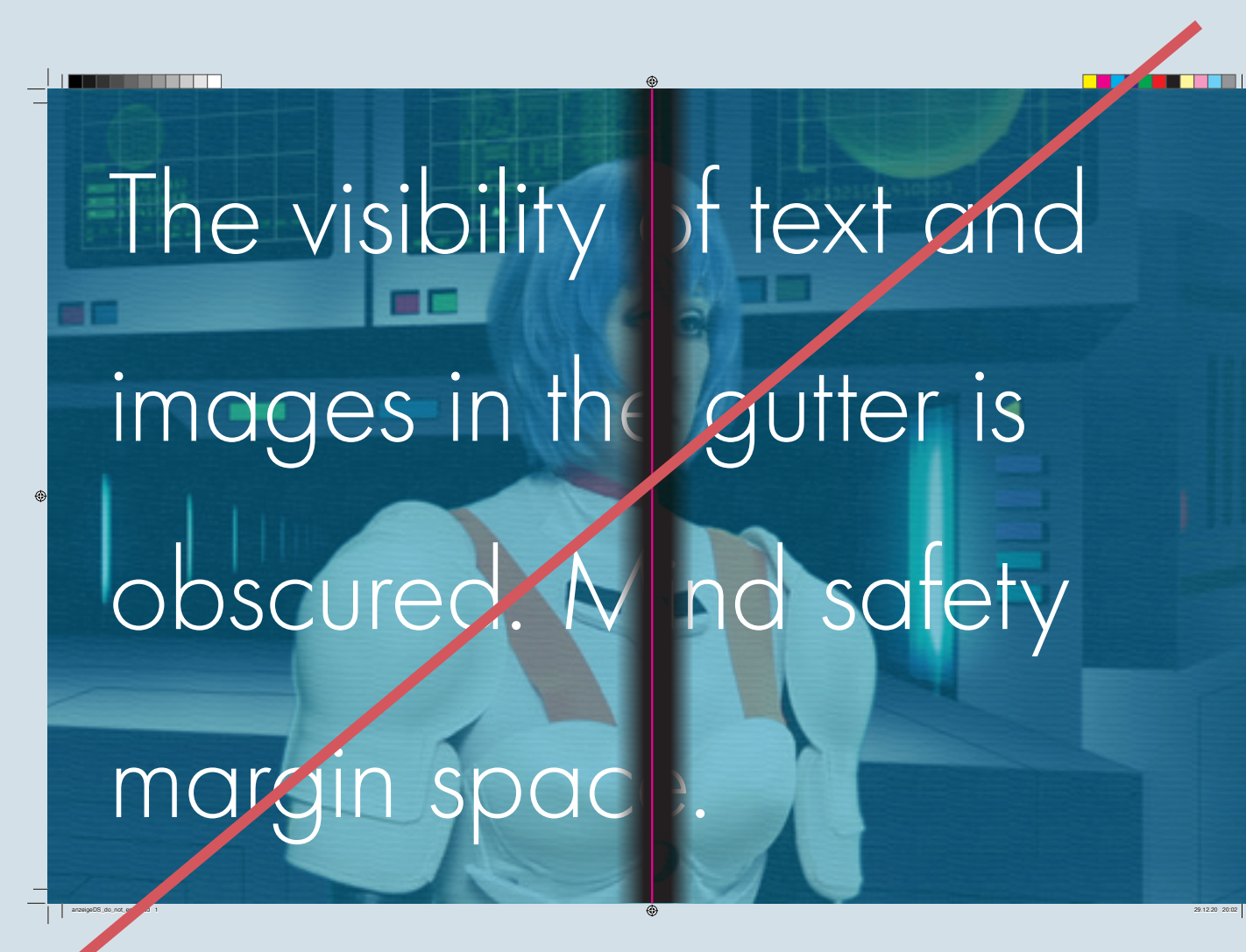
5mm bleed with print marks outside the bleed margin.

Print marks within the bleed would not be allowed as it renders the artwork unusable!



Design tips regarding the gutter of double page spreads

The gutter obscures appr. 13-15mm of any elements (text or image). Therefore you should consider a safety margin space on the insides of each page! See simulation with the gutter in black.



ILLEGIBLE AND SUBJECT UNRECOGNISABLE



LEGIBLE AND SUBJECT RECOGNISABLE

Deadlines and Contact

ARTMAPP GmbH · Pfizerstr. 11 · 70184 Stuttgart · www.artmapp.net



Deadlines for Ads and Printing Material

| Issue 1/25, Spring 2025 (Term: March–June) | | OSD: 24/03/2025 |
|---|------------|-----------------------|
| | Deadline | D/L printing material |
| Advertorials, "Appetizers", Hop In, | | |
| "Medientipps", "Termine" | 13/02/2025 | 17/02/2025 |
| Ads | 19/02/2025 | 24/02/2025 |
| Issue 2/25, Summer 2025 (Term: July–Oct) | | OSD: 21/07/2025 |
| | Deadline | D/L printing material |
| Advertorials, "Appetizers", Hop In, | | |
| "Medientipps", "Termine" | 11/06/2025 | 16/06/2025 |
| Ads | 18/06/2025 | 23/06/2025 |
| Issue 3/25, Winter 2025/26 (Term: Nov–Feb) | | OSD: 24/11/2025 |
| | Deadline | D/L printing material |
| Advertorials, "Appetizers", Hop In, | | |
| "Medientipps", "Termine" | 15/10/2025 | 20/10/2025 |
| Ads | 22/10/2025 | 27/10/2025 |

Contact

Delivery address

anzeigen@artmapp.net

Silvia Brouwer

T +49 (0) 711 16 12 24 15

Technical Support

Volker Bethmann

T +49 (0) 40 39 99 79 17