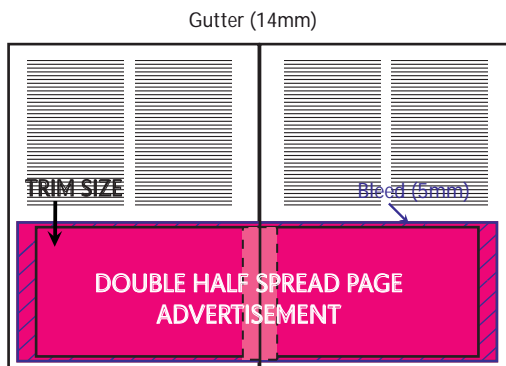
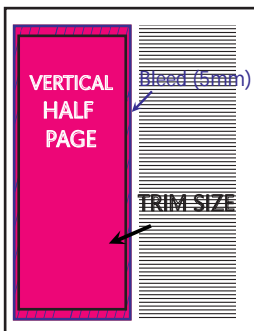


Double Page Spread

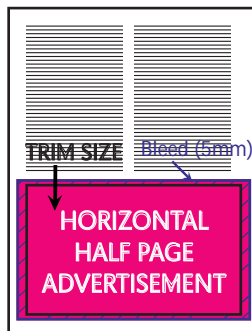
Full Page



Double Half Page Spread



Vertical Half Page



Horizontal Half Page

**ARTWORK DEADLINE:**

**Monday 21 November 2011**

**ADVERTISING SPECIFICATIONS:**

All dimensions are width x height

**Double Page Spread:**

Trim Size 460 x 300 mm + 5mm For Bleed  
18,11" x 11,81" + 0,19" of turning crop  
Gutter: 14 mm / 0,57"

**Full Page:**

Trim Size 230 x 300 mm + 5mm For Bleed  
9,05" x 11,81" + 0,19" of turning crop

**Double Half Spread Page:**

Trim Size: 436 x 125 mm + 5mm For Bleed  
17,17" x 4,92" + 0,19" of turning crop  
Gutter: 14 mm / 0,57"

**Vertical Half Page:**

Trim Size: 100 x 267 mm + 5mm For Bleed  
3,94" x 10,51" + 0,19" of turning crop

**Horizontal Half Page:**

Trim Size : 206 x 125 mm + 5mm For Bleed  
8,11" x 4,92" + 0,19" of turning crop

**DIGITAL AD REQUIREMENTS:**

PDF, 300 dpi at 100%:

- The color space must be in CMYK. No RGB, LAB or embedded color profiles. No files with PMS colors will be accepted .
- Maximum ink density: 320 total (the cumulative value of the 4 primary colours must not exceed 320%)
- Resolution: 300 dpi.
- Files over 50 Mb are not accepted

Please bear in mind that your artwork will be printed on recycled paper which might slightly alter the colors.

**DELIVERY ADDRESS:**

All ad submissions must be PDF files uploaded to reedmidem ad ftp portal\* :

ftp://rmp2.reedmidem.com

Login: ftp.advertiser.mapic

Password: mapic

\*to avoid any problem, please use a FTP client (ex: Filezilla, Cyberduck..)

Or by email, if less than 5mb:

**mapic.publishing@reedmidem.com**



Amrane LAMIRI

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Email: mapic.publishing@reedmidem.com