

ADVERTISING GUIDE B2B MAGAZINES



Ab - Abitare il bagno



BabyWorld



BeautyBusiness



BoxOffice



ProgettoCucina



Tivù



ToyStore



UpTrade



Vision.biz

PRINT VERSION

DIGITAL VERSION

STANDARD FORMATS



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PRINT VERSION



DUESSE
COMMUNICATION

STANDARD FORMATS B2B MAGAZINES

Full page

Full page

MAGAZINE	SIZE	BINDING
Ab - Abitare il bagno	240x325 mm	Trade Paperback
BabyWorld	210x297 mm	Stapled
BeautyBusiness	240x325 mm	Trade Paperback
BoxOffice/ItalianCinema	245x330 mm	Stapled
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ToyStore	210x297 mm	Stapled
UpTrade	240x325 mm	Trade Paperback
Vision.biz	240x325 mm	Trade Paperback

REQUIRED MATERIAL

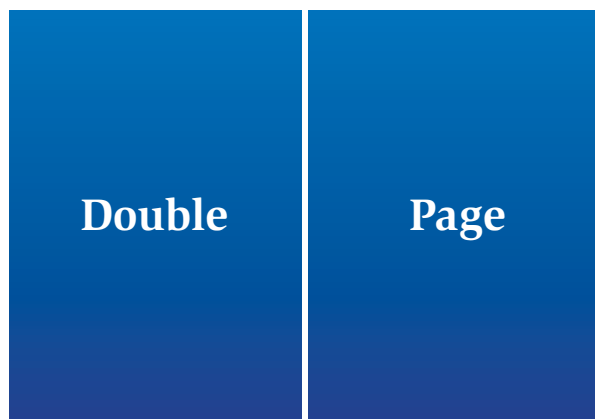
- PDF 300 dpi , with crop marks, not protected, fonts included

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

STANDARD FORMATS B2B MAGAZINES

Double page spread



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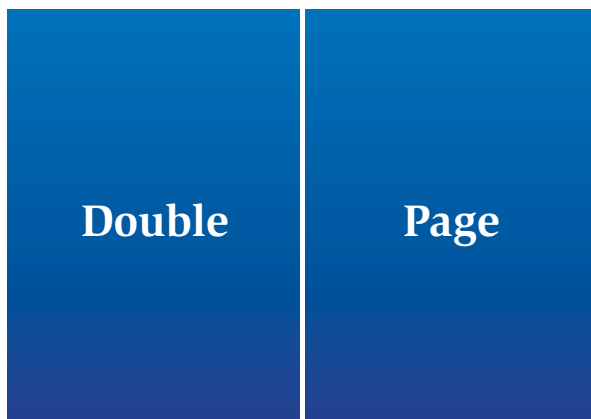
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REQUIRED MATERIAL

- PDF 150 dpi , NO CROP MARKS, NO BLEED, NOT PROTECTED, FONTS INCLUDED
- COLOUR METHOD: RGB
- Multimedial contents (Video/Photos), directions in the following pages

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REQUIRED MATERIAL

- PDF 150 dpi , NO CROP MARKS, NO BLEED, NOT PROTECTED, FONTS INCLUDED
- Must be supplied as 2 files, right and left page
- COLOUR METHOD: RGB
- Multimedial contents (Video/Photos), directions in the following pages

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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 insertion will be at our care



VIDEO

Codec: H264

Format: mpeg4

File's extension: .mp4

Max weight: 10 mb

- The insertion will be at our care



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 address
within the established deadline:**

Elisabetta Pifferi

mail: impianti@e-duesse.it

phone 0227796223

WE ONLY ACCEPT MATERIALS SENT TO THE MAIL ADDRESS ABOVE INDICATED

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

