

# ADVERTISING GUIDE B2C MAGAZINE

 **BestMovie**



**BestStreaming**

BUSINESS  
**PEOPLE** **BusinessPeople**

**VOILÀ** **Voilà**

**PRINT VERSION**

**DIGITAL VERSION**

# STANDARD FORMATS

 **Best**MOVIE BestMovie

 **BEST** LA TUA  
NUOVA GUIDA  
A FILM E  
SERIE TV  
**STREAMING** BestStreaming

**BUSINESS**  
**PEOPLE** BusinessPeople

VOILÀ Voilà

PRINT VERSION

# STANDARD FORMATS - B2C MAGAZINE

Full page

Full page

| MAGAZINE       | SIZE         | BINDING         |
|----------------|--------------|-----------------|
| BestMovie      | 230x287 mm   | Trade Paperback |
| BestStreaming  | 230x287 mm   | Stapled         |
| BusinessPeople | 22,2x27,7 mm | Trade Paperback |
| Voilà          | 230x287 mm   | Trade Paperback |

## REQUIRED MATERIAL

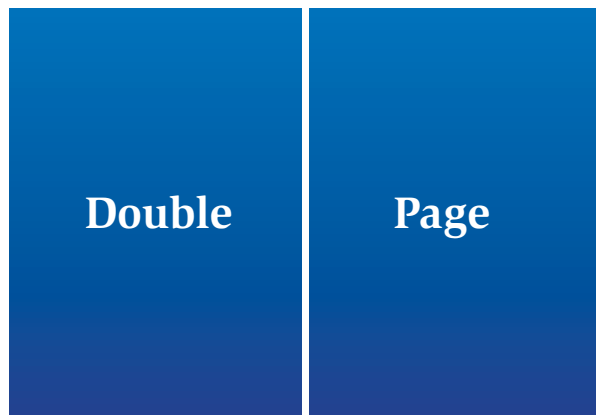
- PDF 300 dpi , with crop marks, not protected, fonts included  
The document must reflect the exact dimensions provided in the technical list, **increased by 5 mm (each side)**
- COLOUR METHOD: CMYK, black texts should be K 100%
- Please also note that texts and trademarks must always placed at least 7 mm from the trimming edge to avoid the risk of being cut during assembly.
- COLOUR PROOF

## ATTENTION PLEASE

**move the offset of the printing and of the color scales at least 5 mm outwards to the outside of the printing area**

# STANDARD FORMATS - B2C MAGAZINE

Double page spread



| MAGAZINE       | SIZE         | BINDING         |
|----------------|--------------|-----------------|
| BestMovie      | 460x287 mm   | Trade Paperback |
| BestStreaming  | 460x287 mm   | Stapled         |
| BusinessPeople | 44,4x27,7 mm | Trade Paperback |
| Voilà          | 460x287 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 (eachside)**
- COLOUR METHOD: CMYK, black texts should be K 100%
- Please also note that texts and trademarks must always placed at least 7 mm from the trimming edge to avoid the risk of being cut during assembly.
- We advise you against inserting texts/images passing through. For double page spread recommended gutter allowance/"double imaging" see instructions in the next page.
- COLOUR PROOF

## ATTENTION PLEASE

**move the offset of the printing and of the color scales at least 5 mm outwards to the outside of the printing area**

# STANDARD FORMATS - B2C MAGAZINE

## Double page spread: Gutter allowance/"Double imaging"

The following images explain the idea of "PENDANT", that is the way to get around the problem of the "disappearance" of the images towards the spine in a paperback magazine.

In the first screenshot, the 2 pages, deliberately not flanked, reproduce a car where is clearly evident the repetition of the image for 4 mm approx., near the spine on both sides of the image. In the second screenshot the two pages (right and left) are deliberately flanked and superimposed to show the visual final effect of the pendant. There will be a margin 8 mm (4 on each page) which will permit the correct visual effect on the "passing through" images. This margin could be reduced to 6 mm (3 per page) or even 4 mm (2 per page) because the "doubling" of the passing through images could be visible (particularly when the reader forced the opening of the magazine, pressing in the middle of the spine).



The binding machine spreads a glue strip on the side creating a creasing which is 4-5 mm away from the spine.

The pendant effect on the inside cover (page 2-3), on the back cover and on the previous page will be compromised

We suggest you not to put texts/images/logos in the nearness of the spine.

# STANDARD FORMATS

 **BestMovie**



**BestStreaming**

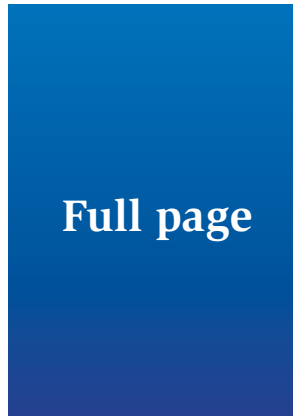
 **BusinessPeople**

**VOILÀ Voilà**

**DIGITAL VERSION**

# STANDARD FORMATS - DIGITAL VERSION

full page



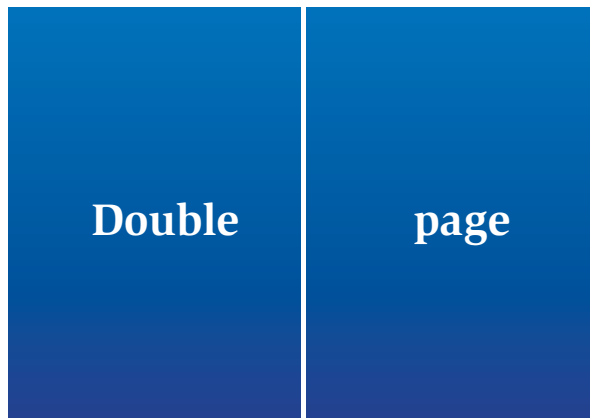
| <u>MAGAZINE</u> | <u>SIZE</u>  |
|-----------------|--------------|
| BestMovie       | 230x287 mm   |
| BestStreaming   | 230x287 mm   |
| BusinessPeople  | 22,2x27,7 mm |
| Voilà           | 230x287 mm   |

## REQUIRED MATERIAL

- PDF 150 dpi , no crop marks, no bleed, not protected, fonts included, max 2 MB weight
- COLOUR METHOD: RGB
- Multimedial contents (Video/Photos)

# STANDARD FORMATS - DIGITAL VERSION

double page spread



| <u>MAGAZINE</u> | <u>SIZE</u> |
|-----------------|-------------|
| BestMovie       | 460x287 mm  |
| BestStreaming   | 460x287 mm  |
| BusinessPeople  | 44,4x27,7mm |
| Voilà           | 460x287 mm  |

## REQUIRED MATERIAL

- PDF 150 dpi , no crop marks, no bleed, not protected, fonts included, max 2 MB weight
- Must be supplied as 2 files, right and left page
- COLOUR METHOD: RGB
- Multimedial contents (Video/Photos)



# STANDARD FORMATS - DIGITAL VERSION

## 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 insertion will be at our care



### 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

**Elisabetta Pifferi**

mail: [impianti@e-duesse.it](mailto: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**

