

# BEAUTY FASHION 2010

Effective: January 1, 2010 through December 31, 2010

## MECHANICAL REQUIREMENTS

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#### BODY OF BOOK & COVERS:

	WIDTH	LENGTH
<b>Full Page, Bleed</b>	8 5/8"	11 1/8"
Trimming to	8 3/8"	10 7/8"
Safety: 1/2" from trim	7"	10"

<b>Half Page, Bleed</b>	8 5/8"	5 3/4"
Trimming to	8 3/8"	5 1/2"
Safety: 1/2" from trim		

<b>Half Page, Non-Bleed</b>		
Vertical	3 3/8"	10"
Horizontal	7"	5"

<b>Two Page Spread, Bleed</b>	17"	11 1/8"
Trimming to	16 3/4"	10 7/8"
Safety: 1/2" from trim and gutter		

#### Other Sizes

1/3 PAGE: (Vertical)	2 1/2"	10"
1/4 PAGE:	3 3/8"	5"

PRINTING: Webset

BINDING: Perfect

### PREFERRED FILE FORMATS

#### MAC Based

- PDFX-1a

See:

[http://dsc.rrd.com/DSC2/Templates/Get\\_Started/Get\\_Started.cfm](http://dsc.rrd.com/DSC2/Templates/Get_Started/Get_Started.cfm)  
for proper set up.

- Native Files (For back-up purpose only)

#### InDesign

Collected for output with all fonts included.

All fonts must be postscript fonts (Adobe, no TrueType fonts). All color must be CMYK, unless the file contains a 5<sup>th</sup> color which should be clearly indicated with Pantone color chip and spot color indicated on proof. All images should be in eps or tiff format. All files are to be submitted as the final version and high resolution.

#### Adobe Illustrator

File must be CMYK with all images imbedded and high resolution (300 dpi). All type must be converted to outlines. The file must be saved as an eps.

#### Adobe Photoshop

CMYK, 300 dpi minimum, Saved as an eps or tiff.

### FILES

Files can be supplied on:

CD ROM

DVD ROM/RAM

VIA E-MAIL (FTP info for our printing facilities upon request for large files)

### COLOR PROOFS

Kodak approval and Creo Spectrum must meet SWOP standards and have a CMYK strip for quality control.

### GATEFOLDS, INSERTS AND SPECIAL ADVERTISEMENTS

Acceptance of gatefolds, inserts and special advertisements are subject to publisher's approval. Please send specification.

**ALL ELECTRONIC FILES AND PROOFS will be held for one year and then destroyed unless otherwise requested in writing.**

### MAILING INSTRUCTIONS

Materials should be sent to:

Beauty Fashion

Advertising Production Dept.

16 E. 40th Street Suite 700

New York, NY 10016

### FURTHER QUESTIONS

Contact: Debra Davis

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