

BEAUTY FASHION 2011

Effective: January 1, 2011 through December 31, 2011

● ● ● MECHANICAL REQUIREMENTS ● ● ●

MECHANICAL REQUIREMENTS

BODY OF BOOK & COVERS:

	Width	Length
Full Page, Bleed	8 5/8"	11 1/8"
Trimming to	8 3/8"	10 7/8"
Safety: 1/2" from trim	7"	10"
Half Page, Bleed	8 5/8"	5 3/4"
Trimming to	8 3/8"	5 1/2"
Safety: 1/2" from trim		
Half Page, Non-Bleed		
Vertical	3 3/8"	10"
Horizontal	7"	5"
Two Page Spread, Bleed	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

• PDF/X-1a

PDF/X-1a all fonts need to be embedded and all images need to be CMYK or spot colors.
<http://www.prepressure.com/pdf/basics/pdfx-1a>

• 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 5th 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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