

# Formats

## Formats Standards

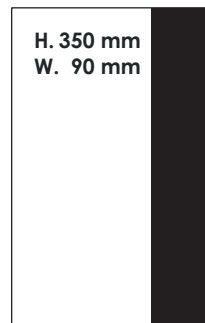
Full paper size in mm + 5 mm overhang



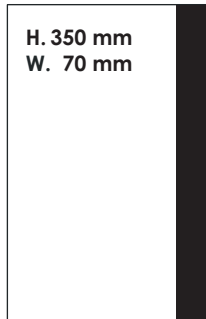
Full Page



1/2 Page Height



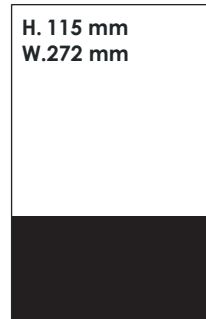
1/3 Page Height



1/4 Page Height



1/2 Page Width



1/3 Page Width



1/4 Page Banner



Double Full Page



Double 1/2 Page

# Technical specifications

## MATERIALS TO PROVIDE

- HD 1.3 PDF normalised or certified to 1.4 on CD-Rom.
- Contractual digital color proofs from the file (same date, same time).
- It MANDATORY for us to receive a proof. Without one, no claims can be made on the results and we will be held responsible for the outcome.

## DELIVERY OF MATERIALS

4 weeks prior to publication

## IMAGES

- Images must be edited to 300 dpi
- Images in CMYK or simili
- For quadri images it is mandatory to perform color shrinkage. Under no circumstances must the overlay of 3 colors and black in the darker areas of the images be higher than 280%.

## SEPARATE QUADRI

- Ink rate: 280% max
- Separation profile: we recommend using the following profiles:

**Coated Fogra 39** for cover ads

**Coated Fogra 45** for other ads

## FONTS

- Avoid fonts that are too skinny and small within black and white and color blocks.

## PROCESSING OF QUADRI B&W IMAGES

- Images must be processed and stabilised with light 3-color support (30% maximum for each main color).
- In no way must the images be processed in quadri (UR), which are very difficult to balance.

## GENERAL INFORMATION

### Legal mentions

**In accordance with the different laws and decrees, please refer to the mandatory legal mentions**

- The Loi Toubon, relative to the usage of French language, all mentions written in a foreign language, must be translated into French.
- Sanitary measures (Loi Evin).
- The mention of "edited photography" in accordance with the decree n° 2017-738 dated May 4, 2017 refers to photography used for commercial purposes, of models whose physical appearance has been modified, put in application on 01.10.2017.

### No PANTONE colors or direct tones

**Please include advertiser name in file name**

- We recommend using rotating blanks of 20 mm minimum to avoid a stitched back in case of a high volume of pages.
- Plan for 10 mm for the block line.

### More information

[http://www.maury-imprimeur.fr/\\_Files/ccmaury.pdf](http://www.maury-imprimeur.fr/_Files/ccmaury.pdf)

[http://www.maury-imprimeur.fr/\\_Files/photograv.pdf](http://www.maury-imprimeur.fr/_Files/photograv.pdf)

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