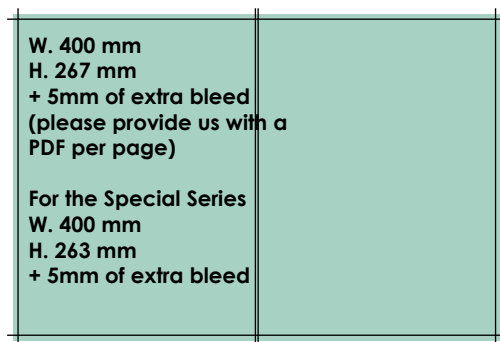
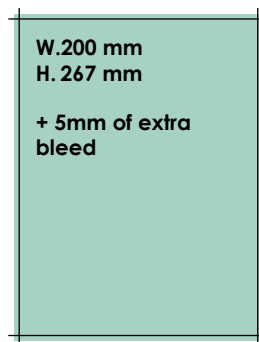


HISTORIA

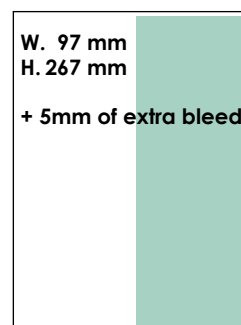
Formats



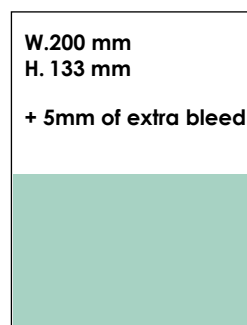
Double Page



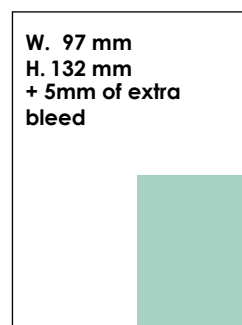
Page



1/2 Page column



1/2 Page banner



1/4 Page

HISTORIA

Technical specifications

File characteristics to send us!

- CMYK (no RGB or Pantone colors or direct tones). In the case of flat black surface, support the black with a screen of 40% maximum (cyan and/or magenta). B&W images processed in four-color black must be stabilized with a dominant black and balanced support of the other 3 colors. No UCR conversion No excessively thin texts or bodies that are too small in black on white and color flats.

- PDF 1.3 High Definition 300 Dpi

- Maximum inking rate of 280% and 300% for the cover.

- Color proof certified compliant with ISO 1264 standard from the PDF file transmitted (same date same time)

- Please check that the trim area of the PDF is well defined at 215 x 285 mm for a full page • Profile Destination: PSO_LWC_Improved_eci (Fogra 45 L) For the cover: Standard Fogra 39L Iso Coated V2 300% (ECI)

- Legal notices: In application of the various laws and decrees, please ensure that the mandatory information is included. The Toubon Law, relating to the use of the French language, all written mentions in foreign language, must be translated into French.

- Health warnings (Evin Law)

- The mention «retouched photograph» in accordance with decree n° 2017-738 of May 4, 2017 relating to photographs for commercial use of mannequins whose body appearance has been modified. Implemented on 01.10.2017.

For a **DOUBLE PAGE** running on the 2nd of cover and p.3, allow a shift of 4 mm on each page (i.e. a material transfer of 8 mm between the two pages) in order to anticipate the glued bit. Texts and various elements (logo...) must be more than 15 mm from the cutting edge, i.e. be contained in a useful format of L 185 x H 255 mm.

IMPORTANT-PLEASE NOTE

In the event that the file does not meet these standards, we reserve the right to request compliant elements or to correct them where possible. In the absence of contractual proof, no claim on the chromaticity will be accepted. In all cases, non-compliance by the advertiser (or by its agent) with the manufacturing standards communicated by Les Echos Médias for the insertion of advertisements, releases Les Echos Médias from all technical responsibility.

File submission

No later than 2 weeks before publication.

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