

TECHNICAL REQUIREMENTS TO ADVERTISEMENT MATERIALS SUBMITTED TO BURDA PUBLISHING HOUSE

1. PUBLICATION FORMAT OF ADVERTISEMENTS

For all magazines of the Burda PH there are pricelist specifications of advertisements with statements of paper density and type as well as of printing method on the web-site www.burda.kz in the section «For Advertisers».

2. TRANSMISSION OF ADVERTISEMENT MATERIALS

Advertisement materials (makeups on CD/DVD and colourproofs) shall be submitted to LLP «Astana-Burda-Press». Edition's address: 050010, Kazakhstan, Almaty, 22, Zenkova str., 7th Floor. Tel.: +7 (727) 311 13 75; or through e-mail to the magazine coordinator, stated in the pricelist.

Archiving of the files is MANDATORY (.zip, .rar). Archiving of the files prior to transmission helps to avoid damaging, loss of files, and saves the web traffic.

- The archive name length should not exceed 30 symbols.
- Archive names may contain only Latin letters from a to z and Arab figures from 0 to 9. To divide words and symbols in the file name the underline symbol «_» should be used. Other symbols are not allowed.
- An archive name should contain the short periodical name and the publication number. Example: PB5_brand.rar

3. USED PLATFORMS AND PROGRAMS

OS Windows

• Single-page composite PDF files of PDF/X-1a structure based on PDF v 1.3 (ISO 15930—1:2001), using of PDF v. 1.3 is also allowed.

- Adobe Indesign ((version up to CS5 (inclusive)))
- Adobe Photoshop (version up to CS5 (inclusive)): Photoshop EPS (binary), TIF
- Adobe Illustrator (version up to CS5 (inclusive)): EPS

4. GENERAL DESIGN RECOMMENDATIONS

- 4.1. The Page size of the makeup page (module) should strictly match the format cut of the periodical (module size).
- 4.2. All colours should be submitted in the CMYK colour model plus, if necessary, mixed colours (as per PANTONE catalogue). Presence, quantity, and numbers of the mixed colours are subject to separate agreement.
- 4.3. All elements printed on the sheet edge should have a «bleed» beyond the edge of the format cut («output for the edge») of 5 mm.
- 4.4. For magazines with clip binding over 96 pages, the text or significant image elements should be placed at the distance of at least 8 mm from the cut edge.
- 4.5. All significant elements inside a page should be placed at the distance of at least 4—5 mm from the format cut.
- 4.6. Due to special features of the glued, non-sewed binding (influencing the unfolding of the journal block) significant makeup elements should not be placed closer than 5 mm to the back, and the most significant elements (address module, logo, etc.) should have at least 12 mm space to the back.
- 4.7. You should take into account possible displacements

- of rulers, pages, and graph objects overlapping the journal back, during folding and stitching.
- 4.8. For background centrefold illustrations it is recommended to make a «justification» (for justification size for the first and the internal centrefolds in accordance with the printing conditions of a particular periodical, see our web-site, the section «technical requirements» of particular magazines).
- 4.9. Both design and makeup of the centrefolds should avoid thin lines and significant objects aligned in the centrefold.
- 4.10. The smallest thickness of black lines should be at least 0.25 pt, the smallest thickness of the negative lines (reversing) – 0.5 pt. Lines with the attribute Hairline are not allowed.
- 4.11. You should mind that a text overlapped onto a background of varying colour saturation might look after trapping as a text of different font thickness.
- 4.12. Transparencies used during the makeup design/making-up should be flattened. For this you should use High Resolution settings in the flattening settings parameters.
- 4.13. All graph objects should be placed in the publication with mandatory links to the original files. It is not allowed to place elements into the makeup via Clipboard.

5. COLOUR SEPARATION PARAMETERS

The colour separation is made after the ICC profiles in accordance with paper types and parameters for each magazine. Colour separation parameters for each magazine can be found under <http://burda.ru/> in the section «For Advertisers» / «Technical Requirements» / relevant magazine / «Colour separation parameters».

6. REQUIREMENTS TO PDF FILES

- The main format of makeup transmission are single-page composite PDF files of the PDF/X-1a structure based on PDF v 1.3 (ISO 15930—1:2001), using of PDF v. 1.3 is also allowed.
- PDF files are accepted as complete and ready for printing . That means that the files should completely meet all technical requirements, also those to the content. Corrections of PDF files (e.g., grammar mistakes corrections, amendments of address, phone No., etc.) are not made.
- The names of PDF files for multipage makeups (e.g. centrefolds) should contain, along with a short publication ID, the page number in accordance with their sequence. PDF files should contain trim box information in accordance with the publication's format, as well as crop marks which should not get into the bleed box. The bleed should be 5 mm.
- The offset from the format cut to the crop marks should be 5 mm.
- All bitmap images should have an adequate resolution.
- All fonts should be embedded in the file.
- The files should not contain elements with transparency.
- The files should not contain JavaScript or Actions, layers, forms, etc. The files should not contain encryption and password access settings .
- During preparation of materials for additional decoration (selective UV-lacquering, stamping, cutting-out) files with such data should be submitted separately. We do not recommend

7. REQUIREMENTS TO MAKEUP FILES

- The materials should be submitted as single-page/centrefold document of InDesign version up to CS5 inclusive, assembled with all illustrations.
- All graph objects should be embedded with mandatory links to the original files. The embedding of the elements into the makeup via Clipboard or by the command Insert Object is not allowed.
 - The fonts should be transformed to curves.

8. REQUIREMENTS TO VECTOR IMAGES (Adobe Illustrator)

- All colours should be submitted in the colour model CMYK or CMYK+PANTONE (subject to separate agreement).
- Vector images should be saved in EPS format (Adobe Illustrator up to v.CS5 inclusive).
- The text used in the makeup should be mandatorily transformed into curves. The document should not contain fonts.

9. REQUIREMENTS TO BITMAP IMAGES (Adobe Photoshop)

- All colours should be submitted in the colour model CMYK or CMYK+PANTONE (subject to separate agreement).
- Bitmap images should be saved as TIFF files (without LZW compression) or Photoshop EPS (without JPEG compression, Halftone Screen, Transfer Function) with 300

a direct export into PDF format from makeup applications (Adobe InDesign, Adobe Photoshop, QuarkXPress, PageMaker, etc.). PDF files should be generated from PostScript files through Adobe Acrobat Distiller application.

6.1 Recommendations on formation of postscript files

6.1 The output format of the page should be equal to the format cut of the publication plus 5 mm on each side (for bleed). The positioning should be in the middle of the output.

6.2 Crop marks variants: a) No crop marks at all, b) Set in the pre-cut format with 5 mm offset from the format cut. (Set at generation of the ps file from the makeup application. «Offset» parameter in the bookmark «marks»).

6.3 All Postscript files, containing pages of one publication, should have uniform (book or album) layout.

6.4 A Postscript file must be made as: CMYK composite, positive, not mirrored, not scaled.

6.5 When saving a Postscript file, all colour control systems, such as ICC profile embedding, Postscript CMS, Kodak CMS, should be disabled. Parameter-matching ICC, ICM profiles may be used for colour separation on the stage of image preparation in the applications Photoshop, Linocolor, Color Factory, etc., but they should not be placed in the Postscript file.

6.6 The Postscript file should have all fonts of the page embedded.

- The page document format should strictly comply with the format cut of the publication.
- The centrefold makeup should contain two pages compliant to the publication format.
- The makeup should not contain crop marks, cross marks, and other auxiliary information.

- Bitmap files embedded in Adobe Illustrator should be embedded images, no linked images.

- Transparencies used during the design/generation of the makeup should be flattened. Choose the High Resolution settings in the menu «flattening».

dpi resolution for CMYK and Grayscale images and at least 1200 dpi – for B/W Bitmap.

- No multilayer structure is allowed.
- Embedded Color Profile of the images is not allowed.
- The files should not contain background replacement paths not used in the makeup.

10. GENERAL REQUIREMENTS TO FILES IN CASE OF DECORATION OPERATIONS

• For all decoration operations separate PDF files should be submitted (if data are submitted as PDF), containing nothing but the elements processed, 100% of one colour (black or spot). The files should be of identical geometry with the page processed, e.g.

10.1 UV-lacquering:

10.1.1. When preparing file for selected UV-lacquering areas, it is recommended to enlarge the lacquering area to cover the lacquered image with at least 0,3—0,5 mm overhang.

10.1.2. In case the publication has both glitter and relief UV-lacquer, the Customer should reconcile the decoration with the Contractor's manager before the files come for check.

10.1.3. The thickness of positive lines should be at least 0.7 pt (0.25 mm), the thickness of negative lines — 1,2 pt (0,4 mm).

10.1.4. The font size (size of type) should be at least 9 pt (3,2 mm). It is recommended to use sans-serif types.

10.1.5. All fonts in the files should be transformed to curves.

10.1.6. The alignment precision of the stencil lacquer with the printed plot is ± 0.7 mm.

10.2 Stamping:

10.2.1. The publication page subject to subsequent stamping of some object (e.g., a text) should not contain a knockout for such object (risk of misalignment). The stamping is made on the general image (background).

10.2.2. The thickness of positive lines should be at least 1.0 pt (0.356 mm), the thickness of negative lines — 1.2 pt (0.4 mm).

10.2.3. All texts should be transformed to curves. The font size (size of type) should be at least 10 pt (3,56 mm). It is recommended to use sans-serif types.

10.2.4. All contours should be closed. No contour overlapping is admissible. Not allowed are «excessive» points, «loops», etc.

12. COLORPROOFS

11.1. A colourproof is an impress made on specialized equipment, calibrated in accordance with the printing process.

11.2. A colourproof should simulate the colour space of the printing (including the whiteness of the paper) on corresponding paper types.

11.3. The final (approved) colourproofs should be submitted in 1:1 format. If corrections to the files are made after the colourproof impresses have been made (colour correction of certain elements), such impresses cannot serve as colourproof!

11.4. The colourproof should contain the control scale Ugra/FOGRA – Medienkeil CMYK (MediaWedge CMYK) V2.2-V3.0, that has experienced the same transformations like the file itself. The control margins dimension should be at least 4*4 mm. The signature of the colourproof should at least contain the information on the file name, test printing date and time, used ICC profiles, the Rendering Intents, and the colourproof paper.

11.5. Colour printouts without such scales and signature cannot be treated as colourproofs.

11.6. The deviation tolerances of LAB coordinates of the control

a correct overlapping of the objects should be available. If the files are submitted as Adobe Illustrator or Adobe Indesign files, each decoration type should be in a separate layer.

• All fonts in the files should be transformed into curves.

10.2.5. All fonts in the files should be transformed to curves.

10.2.5. The stamping area should be set by filled objects.

10.3 Cutout:

10.3.1. It is recommended to keep 5 mm offset from significant image or text items to the stamping line.

10.3.2. The stamping contour should be set by Strokes.

10.3.3. The strokes of different knife types should be of different spot colours:

- for score knives — a dotted stroke;
- for cutting knives — a solid stroke;
- for perforation knives — a dash-dot stroke.

The perforation pitch shall be agreed upon and stated in the corresponding Order Specification.

10.3.4. The minimum distance between the knives should be 3 mm

10.4 Other decoration types:

10.4.1. In files with drilling and setting of cringles (piccolo) with a separate 100% spot colour «Drilling» there should be a mark (cross) to indicate the drilling centre or the cringle seat (the mark diameter should be a half of the drilling or cringle diameter).

10.4.2. It is recommended to set the dimensions of the post-print decoration as multiples of 1.0 mm.

10.4.3. The glueing area of the master should be placed with 15 mm offset from the format cut.

scale elements from the master values, retrieved from the ICC profile of the simulated process are described in the standard ISO 12647-7(2007)

Condition	Tolerance, max.
Simple average deviation, dE	3
Maximum deviation, dE	6
Maximum deviation of primary colours CMYK, dE	5
Maximum deviation of paper colour, dE	3
Maximum deviation of primary colours CMYK, dH	2.5
Simple average deviation of grey margins, dH	1.5

11.7. Colourproof impresses made in violation of the described requirements are no trustworthy colourproof required for printing. Non-compliance claims of the printed advertisement with reference to such «colourproofs» cannot be considered as reasonable

13. REQUIREMENTS TO THE CONTENT

12.1. The submitted advertisement should comply with the provisions of the Law On Advertisement currently in force in Republic of Kazakhstan. All advertisement published in our publications should comply with certification and licensing standards of the advertised products and be accompanied with a documentary proof of the license, certificate of conformity or state registration availability.

12.2. Each advertisement makeup should contain a remark «advertisement» or «published as advertisement». The remark should be placed well-visible and well-legible in any place of the makeup. In case a makeup does not contain such remark, Burda PH reserves the right to set it in any place of the makeup at its sole discretion (thereby Burda PH waves any claims connected with any such modification of any makeup to ensure its compliance with the Law).

12.3. The advertisement of medical services, products, appliances, and medical preparations should be accompanied by a notice of contraindications, necessity of reading the instructions or consultations with medical specialists prior to use. The notice area should occupy at least 5% of the total advertisement makeup area.

12.4. Texts in foreign languages should be provided with a Russian translation except for company names, trade marks and service marks.

12.5. During the preparation we kindly request you to avoid similarity to the editorial materials of the magazine to uniformity extent. It is not allowed to use: the magazine's fonts; names of the rubrics; makeups similar to the makeup of the magazine.

ATTENTION! Distortions and mistakes occurred during the publication of the advertisement makeups as a result of non-compliance with the present technical requirements cannot be a reason for indemnity claims.

ATTENTION! In case of breach of advertisement submission terms the publishing house cannot be held liable for the quality of the advertisement in the printed media.

ATTENTION! In case of indemnity claims related to the colour non-compliance the reference colour master shall be the colour-proof prepared in accordance with ICC profile of the magazine and in compliance with the requirements to colourproofs described above.

ATTENTION! The advertiser is solely liable for any non-compliance of the advertisement materials to the requirements of the advertisement legislation of the Republic of Kazakhstan.