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TECHNICAL

Guidelines

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SMART MAGAZINE

Smart Magazine – Print data info



To get your magazine ready for our online magazine printing service, you have to follow these technical guidelines:

File format	<ul style="list-style-type: none"> • PDF
Page format & type area	<ul style="list-style-type: none"> • A4 = 210 mm x 297 mm. • A5 = 148 mm x 210 mm. • The printable area will be automatically centred on each page.
Panorama printing	<ul style="list-style-type: none"> • Seamless overlapping of a print image across two pages is possible.
Picture quality	<ul style="list-style-type: none"> • Our recommendation: use pictures with a resolution of at least 145 dpi.
Printing to the margin	<ul style="list-style-type: none"> • To print up to the margin, your images/graphics/layouts must extend 3mm beyond the visible print area.
Paper & colour application	<ul style="list-style-type: none"> • 135 g/m² paper: Maximum ink application = 210 %.
Special colours	<ul style="list-style-type: none"> • Special colours (Pantone, HKS) <u>cannot be processed.</u> • The colour spectrum of our print process is formed by the four basic colours cyan, magenta, yellow and black (together referred to as CMYK).

Font embedding	<ul style="list-style-type: none">• All fonts must be embedded in your file.
Page order & Upload	<ul style="list-style-type: none">• <u>One PDF file</u> must be provided in which all pages to be printed are provided as individual pages in the correct order.