

ADVERTISING SPECIFICATIONS



AD DIMENSIONS:

SIZE	Depth x Width
A. Double-page spread (add 5mm bleed on all sides, see mechanical requirements regarding the spine) <i>Please send us 2 high resolution PDF's in the single page format 190 (wide) x 260 (deep) mm</i>	380 (wide) x 260 (deep) mm
B. Full-Page Display (Please add 5mm bleed on all sides)	190 (wide) x 260 (deep) mm
C. Half-Page Horizontal	170 (wide) x 115 (deep) mm

MECHANICAL REQUIREMENTS

Bleed: 5mm on all sides; bleed safety: keep all live matter 10mm from the trim size on all four sides

Gutters: Live matter should be held 10mm from each side of the gutter

Spine: For double-page-spread, 5mm on each side of the centre line must be added to accommodate perfect binding

ARTWORK DEADLINES Spring-Summer issue

March 14, 2018

The magazine is written in the language of their readers (Simplified Chinese).

We advise you to keep the name of your brand, products and address written using the Latin alphabet in order to be well identified by the readers.

If you add other texts (slogan, history, presentation, product description or service...), we advise you to prefer using the magazine language or English.

NB: We can translate a few elements into the language of the magazine or in English if needed. Please contact us for more details.

SUPPLYING ARTWORK

- High Resolution, Print-quality PDF (*Note: with Registration set to OFF*)

IMPORTANT

- All images supplied must be 300dpi+ and saved as CMYK files (NOT RGB)
- TIFF files must be saved with NO compression
- Save Photoshop EPS images as: (Preview) Macintosh – 8 bits/pixel (Encoding) Binary with NO options checked
- Most part of advertising pages are printed on the right of the magazine.

Where[®] will not assume any responsibility for advertising reproductions that do not conform to our digital or mechanical specifications as listed above.

TO ENSURE A CORRECT COLOUR MATCH ON PRESS, ALL ADVERTISING MUST BE ACCOMPANIED BY A COLOUR CROMALIN.