



SIZES

MATERIAL SPECIFICATIONS: NATIONAL GEOGRAPHIC KIDS FULL COLOUR SPECIFICATIONS (3 COLUMNS TO A PAGE).

SIZES	TYPE	TRIM	BLEED
DOUBLE PAGE SPREAD	258 x 380 mm	275 x 420 mm	285 x 430 mm
FULL PAGE	258 x 190 mm	275 x 210 mm	285 x 215 mm
HALF PAGE HORIZONTAL	127 x 190 mm	136 x 210 mm	141 x 215 mm
HALF PAGE VERTICAL	258 x 92 mm	275 x 105 mm	285 x 110 mm
1/3 PAGE VERTICAL	258 x 59 mm	275 x 70 mm	285 x 75 mm
1/3 PAGE HORIZONTAL	86 x 190 mm	94 x 210 mm	98 x 215 mm

SPECIFICATIONS: WEB OFF-SET LITHOGRAPHIC

- 1) Printing process: Web off-set lithographic
- 2) All digital advertisements transmitted electronically via Media24 magazines to 8 Ink Media must be in the PDF/X1-a format.
- 3) The file must be saved as a complete, composite, press-optimised PDF/X1-a file and must contain all relevant elements i.e. fonts, hi-res scans, logos and EPS graphics embedded in the file.
- 4) All scans and graphics must be saved in the CMYK colour space before embedding in the PDF/X1-a file. * NB!! RGB files are not acceptable.
- 5) All scans and graphic elements in the PDF/X1-a file must be scanned in and saved with a minimum effective resolution of 300 dpi before transmission to the printer.
- 6) All digital advertisements in the PDF/X1-a format to be transmitted to Media24 magazines must first be pre-flighted and validated before transmission to the printer. NB! This implies that the pre-flighting of the PDF/X1-a advert takes place at the point of creation and the creator of the file assumes full responsibility for the validity of the transmitted file.
- 7) To ensure that the digitally transmitted PDF/X1-a files are correctly pre-flighted and validated at the point of creation and will therefore print correctly at the printer; digital advertisement suppliers must use accredited "gate-keeper" or "clearing-house" software to pre-flight, validate and transmit their digital advertisements to 8 Ink Media via Media24 magazines. Currently there are two such solution providers who provide the service required, namely Quickcut and Digigate. * NB!! No other method of transmission will be accepted.
- 8) Digital advertisement material created for magazine printing must conform to European Standard Magazine Specifications. Colour files are to be submitted in the CMYK colour space with a total ink coverage (TIC) not exceeding 320%, with the black component at 85%.
- 9) Digital files created for Litho printing must ensure that the first printing tone is 3 - 4 % and that an open top-end of between 88% (yellow), 88% (magenta), 95% (cyan) and 85% (black) transfer consistently to the printing process. For Litho web off-set printing, a dot gain compensation of between 18 - 20 % should be provided for. Sheet-fed Litho requires a dot gain compensation of between 12 - 16 %.
- 10) Use only Type 1 fonts. Note that if TrueType or Multmaster fonts are used, serious problems will be encountered when attempting to embed certain type faces in the PDF/X1-a document.
- 11) A colour proof at 100% of the very same PDF/X1-a file sent to the printer for printing must follow the digital file. This file will be accepted by the printer as the customer-approved contract colour proof.
- 12) If the digital advert supplier neglects to supply Media24 magazines with a colour proof at 100% of the PDF/X1-a file, Media24 and the printer will not accept any responsibility for the colour validity of the printed result.
- 13) Further technical requirements available on request.

SPECS

