



TECHNICAL SPECIFICATIONS

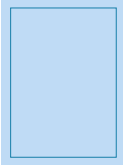
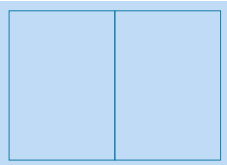
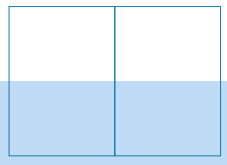
MAGAZINES

Ads & Data

PRINT| FORMATS MAGAZINES

DE STANDAARD MAGAZINE

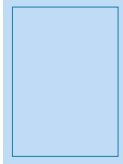
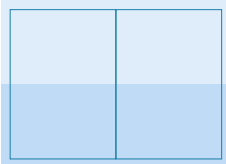
LAYOUT AREA: 230 MM X 315 MM (WXH)

1/1 PAGE	PANO	1/2 PANO
250 x 335 + 5 MM BLEED ON 4 SIDES	500 x 335 + 5 MM BLEED ON 4 SIDES	500 x 165 + 5 MM BLEED ON 4 SIDES
		



DE STANDAARD WEEKBLAD

LAYOUT AREA: 200 MM X 265 MM (WXH)

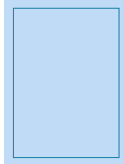
1/1 PAGE	PANO	1/2 PANO
220 x 285 + 5 MM BLEED ON 4 SIDES	440 x 285 + 5 MM BLEED ON 4 SIDES	440 x 140 + 5 MM BLEED ON 4 SIDES
		



BILLIE

Encartage in Nieuwsblad, Gazet van Antwerpen, Het Belang van limburg

LAYOUT AREA: 190 MM X 277 MM (WXH)

1/1 PAGE	PANO
210 x 297 + 5 MM BLEED ON 4 SIDES	420 x 297 + 5 MM BLEED ON 4 SIDES
	



MATERIAL & PRINTING STANDARDS | MAGAZINES

SPECIFICATIONS FOR THE ELECTRONIC DELIVERY OF ADVERTISEMENTS FOR MAGAZINES (HEATSET)

PDF

The advertisement(s) should always be delivered in a Certified PDF, in CMYK, according tot the PDF specifications for magazines listed below.

PDF files in version 1.3 may lead to compatibility issues in the digital newspaper. Therefore, we kindly request that all files be submitted in version 1.4 or higher to ensure optimal performance and display.

IMAGE RESOLUTION

Grayscale / CMYK: 300 dpi
Maximale compression: 300%

QR-Code
Resolution: minimum 300 dpi
Format at least: 2,5 cm
Only in Black and White

DIFFERENCES IN FOUR COLORS

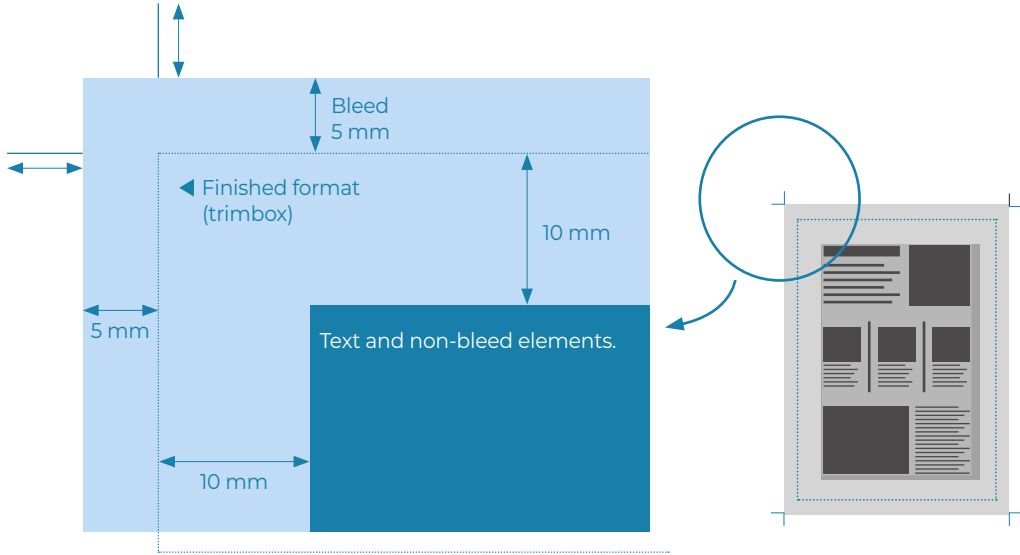
In magazine production, 2 four color pages usually fall within the same ink zone. For this reason, they need to be printed in standardized form, and printing adjustments based on 1 page are not possible.

DO YOU HAVE ANY QUESTIONS?

For more technical information (or problems): preflight@mediahuis.be

PDF

PRODUCT	COLOR PROFILE INSIDE	COLOR PROFILE COVER
BILLIE	ISOCOATED_V2_300	ISOCOATED_V2_300
DE STANDAARD MAGAZINE	ISOCOATED_V2_300	ISOCOATED_V2_300
DE STANDAARD WEEKBLAD	ISOCOATED_V2_300	ISOCOATED_V2_300



DELIVERY STANDARDS | MAGAZINES

YOU HAVE AN INSERT ORDER FOR ADS AND DATA

DELIVERY ADDRESSES

All information for the delivery of an advertisement is available per:

printadvertising@adsanddata.be
011/87.84.85
03/210.02.21

DEADLINES

De Standaard Magazine / De Standaard Weekblad + Billie

Reservations : date of publication -11 working days, Friday at 11:30 am
Ready to be published : date of publication -6 working days, Friday at 11:30 am
Ready to be published cover DSM : date of publication -9 working days, Tuesday at 11:30 am
To be designed : date of publication -11 working days, Friday at 11:30 am

On holidays : one of the above deadlines -1 extra workingday

Inserts printed together with the newspaper: are automatically cross-published.
Mediahuis looks after this and you have nothing further to do.

Inserts are not automatically cross-published. For more information, please contact us.

FILE NAME / SUBJECT E-MAIL

DDMMJJ_TIT_KLANT_THEMA_IC.PDF
DDMMJJ = the first insert date for this advertisement.
TIT = the title (abbreviation) in which this advertisement appears.
This can be:
BIL for Billie
NB for Nieuwsblad
DSM for De Standaard Magazine
DSW for De Standaard Weekblad

CLIENT = the name of the advertiser client (e.g. Armani)
THEME = the content for the advertisement. This field is required only if several materials are being submitted
(e.g. interchangeable material for editions, or a series of advertisements, etc.)
Please note: 1 file per advertisement!