

Advertising formats trade magazines

Ad formats	Dimensions type area width x height in mm	Dimensions cut width x height in mm	Bleed allowance for bleed format
1/1 page	--	210 x 297	3 mm on all edges
1/2 page high	91 x 270	101 x 297	3 mm on all edges
1/2 page landscape	187 x 133	210 x 146	3 mm on all edges
1/3 page landscape	187 x 87	210 x 104	3 mm on all edges
1/4 page high	43 x 270	53 x 297	3 mm on all edges
1/4 page landscape	187 x 64	210 x 81	3 mm on all edges
1/4 page 2-column (rectangle)	91 x 133	--	--
1/8 page high	43 x 133	--	--
1/8 page landscape	187 x 30	--	--
1/8 page 2-column (rectangle)	91 x 64	--	--
1/16 page high	43 x 64	--	--
1/16 page landscape	91 x 30	--	--
2/1 pages	--	420 x 297	3 mm on all edges including inside

1/1 pages are printed with bleed as standard, split-page formats in the type area. For bleed formats, do not place text and design elements too close to the edges. Maintain a safety distance of around 3 mm. Bleed is possible for some split-page formats for an additional charge. For 2/1 pages, please provide separate files for each page. Media data: www.daehne.de/media-info

diy

pet

PET
worldwide