Media Information

Procedures and specifications for the supply of advertising material

All data must be supplied as print quality PDF/X-1a, PDF/X-3 or PDF/X-4. Please also ensure that

- all colours are created as CMYK or desired special colours;
- all directly processable images and graphics are encapsulated;
- all type fonts used are encapsulated;
- images are stored exclusively in bitmap, grey-scale or CMYK mode with profile ISOcoated v2 for sheed offset (maximum application of colours: 300 %). By no means may "indexed" colours, RGB or other modes or profiles be used. Image format either JPG, TIFF or EPS.
- you provide a reliable colour printout of the data, since we have no other way of checking the accuracy of the proof.

We can not guarantee correct reproduction unless we receive your colour printout before the copy closing date. This is particularly important for colour reproduction.

Data transfer by E-mail
Such files should not exceed 20 MB in size. E-mail: copy@daehne.com

Big size data files
Use the service www.wetransfer.com for data files with more than 20 MB. The service is free of charge.

Please utilise the following procedure for naming your file
Abbreviation* of publication title + issue number + name of advertiser
e.g.: diy9-10Miller.pdf

*Abbreviations:
diy = diy Fachmagazin; DIN = DIY International; HF = Holzforum;
pet = pet Fachmagazin; PWW = PET worldwide; AQ = Aquaristik;
Car = Caridina; GT = Garten & Teich; Nin = Nippers

Data by data carrier
Use can be made of any current data carrier.

You'll find information on add sizes and technical specifications for loose inserts, bound inserts, tip-on cards and product samples on the internet at www.daehne.com/media-info

Dähne Verlag