



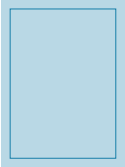
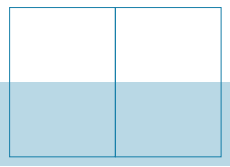
# TECHNICAL SPECIFICATIONS MAGAZINES

**Ads & Data**

# FORMATS | MAGAZINES

## DE STANDAARD MAGAZINE | DE STANDAARD

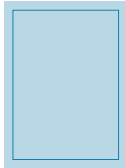
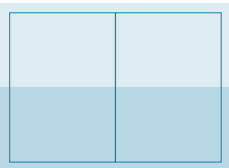
LAYOUT AREA: 230 MM X 315 MM (WXH)

| 1/1 PAGE                                                                          | PANO                                                                              | 1/2 PANO                                                                          |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| 250 x 335<br>+ 5 MM BLEED<br>ON 4 SIDES                                           | 500 x 335<br>+ 5 MM BLEED ON 4 SIDES                                              | 500 x 165<br>+ 5 MM BLEED ON 4 SIDES                                              |
|  |  |  |



## DE STANDAARD WEEKBLAD | DE STANDAARD

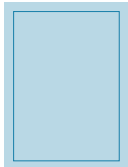
LAYOUT AREA: 200 MM X 265 MM (WXH)

| 1/1 PAGE                                                                            | PANO                                                                                | 1/2 PANO                                |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-----------------------------------------|
| 220 x 285<br>+ 5 MM BLEED<br>ON 4 SIDES                                             | 440 x 285<br>+ 5 MM BLEED<br>ON 4 SIDES                                             | 440 x 140<br>+ 5 MM BLEED<br>ON 4 SIDES |
|  |  |                                         |



## BILLIE | NIEUWSBLAD | GAZET VAN ANTWERPEN | HET BELANG VAN LIMBURG

LAYOUT AREA: 190 MM X 277 MM (WXH)

| 1/1 PAGE                                                                              | PANO                                                                                  |
|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| 210 x 297<br>+ 5 MM BLEED<br>ON 4 SIDES                                               | 420 x 297<br>+ 5 MM BLEED<br>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 to 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

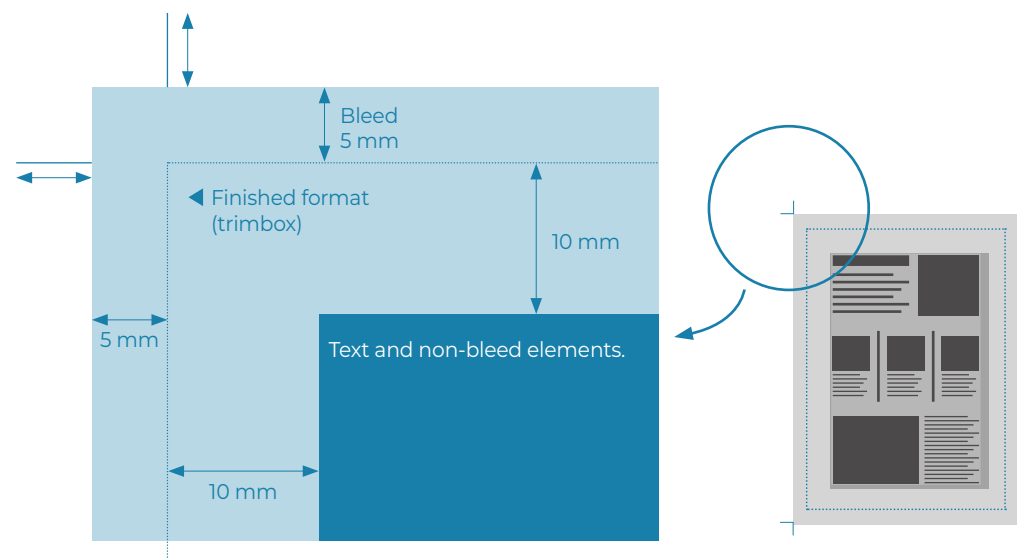
In magazine production, 2 four color pages usually fall within the same ink zone. For this reason, they need to be printed in standardized form, and printing adjustments based on 1 page are not possible.

### DO YOU HAVE ANY QUESTIONS?

For more technical information (or problems): [preflight@mediahuis.be](mailto: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](mailto:printadvertising@adsanddata.be)

011/87.84.85

03/210.02.21

### 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!

### DEADLINES

#### De Standaard Magazine / De Standaard Weekblad + Billie

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

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

### DEADLINES

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.