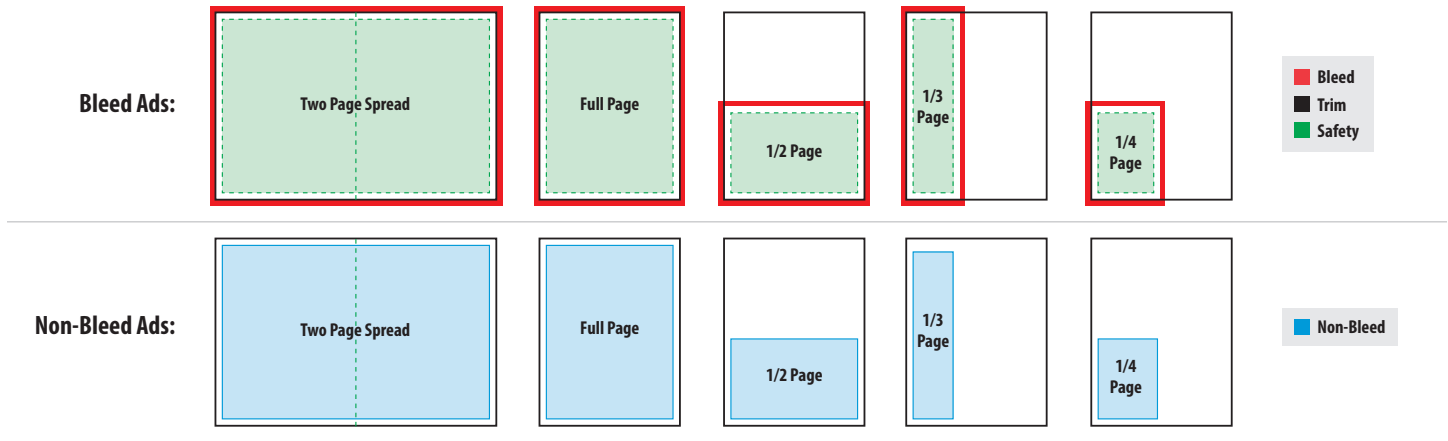


## PRINT ADVERTISING SPECIFICATIONS – PARTS EUROPE MAGAZINE

TRIM SIZE: 210 x 297 mm

Revised September 2020



NOTE: Dimensions are always stated in standardized width (first) x height (second).

AD SIZE	Trim	Bleed	Safety	Non-Bleed
2-Page Spread	420 x 297 mm	426 x 303 mm	408 x 285 mm	396 x 273 mm
Full-Page	210 x 297 mm	216 x 303 mm	198 x 285 mm	186 x 273 mm
1/2 Page	210 x 146 mm	216 x 152 mm	198 x 134 mm	178 x 130 mm
1/3 Page	73 x 297 mm	79 x 303 mm	61 x 285 mm	68 x 275 mm
1/4 Page	100 x 146 mm	106 x 152 mm	88 x 134 mm	84 x 130 mm

### AD SIZE DEFINITIONS

**Trim** – The edge of the page, or the final visible borders of a ‘bleed’ ad.

**Bleed** – 3mm on each side beyond the trim measurement of a ‘bleed’ ad. (That is, add 6mm overall to the trim measurements.) Elements that touch the trim edge should extend at least 3mm beyond trim on each side. The bleed area will be “trimmed off” in print.

**Safety** – Also commonly referred to as “Live Area”, this is measured as 6mm inside of trim on each side of a ‘bleed’ ad. (That is, subtract 12mm overall from both the width and height trim dimensions.) This is considered the ‘safe’ area for critical content. All critical image, graphic and text elements not intended to bleed should be within this measurement. Artwork elements beyond the safety area risk being trimmed in the printed issue.

**Non-Bleed** – Non-bleed ads do not reach the trim edges of the magazine and therefore have white margins around all sides in the printed issue. The above aspects of “bleed” and “safety” do not apply to non-bleed advertisements.

### DIGITAL AD FILE REQUIREMENTS

*Parts Europe Magazine* is produced entirely in a digital format and is printed using state of the art computer-to-plate technology.

- » File type: PDF (highly preferred). Other acceptable formats: EPS or TIF.
- » High-resolution images should be used (300ppi minimum).
- » Unacceptable file formats: Native applications such as Quark Xpress, InDesign, Illustrator, Photoshop, all Microsoft file formats, etc.
- » Fonts must all be embedded or else outlined (vector artwork) or rasterized.
- » Convert all RGB color mode images and spot colors to CMYK color mode. All elements must be in CMYK mode (4 color process). Any non-process colors included in the file will be automatically converted to CMYK. Conversion process may compromise integrity of the file and cause unexpected results in print.
- » Total ink density should not exceed 300%.
- » Trapping is the responsibility of the file provider.
- » Be sure crop and bleed marks are included. Crop marks should have an offset of at least 3 mm.
- » Include an electronic “soft-proof” with artwork submission. Low-resolution JPG is acceptable.

### QUESTIONS & SUBMISSION INFO

Contact: Jen Rose, Production Manager  
Phone: 949-813-8104  
Email: [jen@emdebooks.com](mailto:jen@emdebooks.com)

Artwork and soft-proof files must be supplied on CD or online through our FTP site.

Art files on CD should be shipped to:

Don Emde, Inc.  
PO Box 6118  
Laguna Niguel, CA 92607 USA

### FTP FILE UPLOAD INSTRUCTIONS

Upload final ad artwork and soft-proof at:

<https://www.hightail.com/u/PartsMagazine>