



MEDIA GROUP

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# Advertising Technical Specifications and Material Lodgement Requirements

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## **Introduction**

The following guidelines are to assist suppliers of Advertising or Editorial material in file preparation, proofing and lodgement of material to appear within magazines published by Bauer Media (Bauer).

These Specifications and Requirements are to be strictly adhered to in order to comply with Bauer's Editorial, Advertising & Production requirements the Material Specifications in this document are compliant with the International Print Standard 12647-(2)/(7) enabling better controls over the printing process.

Please remember that suppliers of digital advertising are responsible for checking the quality, specifications and integrity of their files before submission to Bauer Media. Bauer does not check for compliance and recommend that files are checked thoroughly by the supplier of the material and submitted through a digital advertising delivery service as recommended in this document.

Bauer takes best endeavour's where material is out of specifications but does not accept liability for inaccurate print reproduction where this is the case.

If you have any questions regarding the submission of digital advertising to Bauer Media, please contact your Bauer Media account representative.

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### 1. Requirements & Recommendations for Submitting Digital Advertising Print Files.

Bauer Media only accepts digital advertising files via digital advertising delivery services that comply with Bauer Media's technical specifications and that appropriately interface with Bauer Media's advertising bookings system (Compliant Validation Services). Compliant Validation Services include those provided by Adstream, Bauer Ads (selected publications only) and Adsend. Digital advertising files will not be accepted on disk, via email or by any digital advertising delivery service that is not a Compliant Validation Service. It is your responsibility to ensure that any digital advertising delivery service that you use is a Compliant Validation Service. Bauer Media is not able to provide technical assistance in relation to digital advertising delivery other than the general guidelines provided in this document.

**Adstream** is a global leader in Advertising workflow solutions that provides software and services to help create, validate & deliver press ready digital advertising files specifically for the Print Publishing industry.

**Quickcut** has proven to provide the most efficient method of receiving and tracking PDF's at Bauer Media. All PDFs delivered through Adstream's services are checked for errors before they arrive and is a preferred provider to Bauer Media.

For more information about Adstream's services please contact them on:  
deliverprint.adstream.com.au  
1300 768 988

**Adsend** – is a web-based delivery system that offers PDF validation that won't allow the digital advertising file to be sent until it's fixed, by you or by the system itself. The Adsend System allows easy identification of your material into the Bauer magazine workflow.

For more information about Adsend please contact them on:  
adsend.com.au  
1300 798 949

We recommend that you use either of these services so that you do not submit digital advertising files that contain technical errors and, therefore, will not print correctly. Bauer Media does not have the resources to accept and track digital advertisements supplied by email or on disk or to repair files that have not been prepared correctly.

Quickcut, Bauer Ads (select publications only) and Adsend are integrated with Bauer Media's advertising booking system, which enables easy identification of advertising material sent through these platforms,

Bauer Media takes no responsibility for advertising material supplied incorrectly or for errors that occur during the validation process, including when using a Compliant Validation Service.

Bauer Media will only take responsibility for post-validation errors in relation to reproduction, or incorrect material where the relevant advertising material has been supplied through a Compliant Validation Service.

**Bauer Media will only take responsibility for accurate colour reproduction of digital advertising material if a digital advertising file and proof is supplied in accordance with 3DAPv3 guidelines.**

Bauer Media, in conjunction with other publishers, prepress companies and printers, has worked with the 3DAP committee to create appropriate standards for digital advertising.

The latest 3DAP specifications (3DAPv3) is based on the international printing standard ISO 12647-2 and incorporates the ISO 12647-7 tolerances for proofing quality control. More information is available at [www.3DAP.com.au](http://www.3DAP.com.au).

The 3DAPv3 standard encompasses different paper types. Bauer Media has adopted ISO paper types 1 and 3,, please see the material specifications for each title for the specific paper type per title.

Supplying the correct files and proofs allows our titles to achieve consistency in material supplied from various sources, minimising colour compromises on press. CMYK separation profiles for Photoshop is available as a free download from the 3DAP website. Bauer Media highly recommends the use of these profiles for image preparation.

## 2. Material Instructions – Correct Publication Date & Booking Number are Essential

Without material instructions, it can be difficult to track material. In addition to supplying material instructions, it is necessary to ensure you have a valid job ticket with booking number sent via email to allow us to identify your advertisement. It is particularly important to follow the instructions on the job ticket, which refers to the cover date of the title (not the on sale date) along with the unique booking reference number allocated to the advertisement.

For **double page spread advertisements** that are separated into left and right hand pages, please specify clearly which page is which. For advertisements that are to appear one after the next ("consecutive advertisements"), please specify clearly the order in which they should appear. Within the Quickcut or Adsend ticket, please also tick the "Hard Copy Proof Supplied" check box if you will be sending a 3DAP compliant hard copy proof.

### 3. PDF Specifications Summary

Bauer Media only accepts digital advertising files via digital advertising delivery services that comply with Bauer Media's technical specifications and that appropriately interface with Bauer Media's advertising bookings system.

Digital advertising files that do not meet the following specifications will be rejected:

- PDF files to be created to ISO PDF/X-1a;2003

All fonts must be embedded embedding fonts in a PDF is a one-way method of making sure all the fonts used on a page are available for reproduction at maximum quality..

- All elements must be CMYK. RGB, LaB or spot colours are not allowed.
- Images must have an effective resolution of at least 250dpi at print size a minimum of **300dpi is strongly recommended**.
- Trim size, bleed and type area must be correct according to the magazines material specifications. Material including product shots or critical images outside the live type including borders could appear incorrectly placed and it is recommended all therefore sits in this area.
- 5mm bleed must be included on all sides of the advertisement. This is in addition to the trim size less than 5mm may result in image not extending outside of the trim if set to bleed..
- PDF must contain crop marks, positioned outside the bleed area to avoid them being visible. Please ensure that crop marks do not cross.
- All files are to be supplied as single pages, one PDF per page. Spreads or multipage PDFs are only allowed in case of gate folds or where specifically requested.  
If a gatefold is required please follow Bauer Media's Gatefold Procedure.
- If running heading or banner type across the gutter of a DPS, please allow for image loss in the spine.
- Due to large multi-page section printing, neutral reproduction of 4 colour black and white images cannot be guaranteed, it is recommended if you wish to run 4 colour B&W the UCR is used in which UCR replaces the grey component of neutral colours with black,
- TrueType, CID or MultipleMaster fonts are not allowed.
- Total ink weight must not exceed magazine specific limit (300% for Papertype-1 titles, 280% for Papertype-3).
- Solid Black Panels should carry a 50% Cyan behind to ensure a solid black reproduction.
- Reverse type must be a minimum of 12pt.
- Fine Text or Type under 14pt should not be more than a single solid colour.
- Bauer Media cannot take responsibility for accurate reproduction of advertisements if;
  - Fonts are artificially stylised;
  - Font sizes are below 5 points for solid text or below 9 points for reversed or non-solid text; or
  - Text or other content is placed outside the live type area.

Bauer Media recommend you refer to the 3 Dap website <http://www.3dap.com.au> for guidance on PDF file creation this includes a free download providing Colour and PDF settings.

### 4. Proofs and 3DAP Control Strip

Bauer Media recommend that you supply a 3 Dap compliant hard copy proof to be matched on press. This should be noted when submitting the file via one of the Digital Ad Delivery Services and it is the responsibility of the supplier to deliver the proof to Bauer.

Proof Must be delivered by the material deadline to;

Bauer Media Production Department;

54 Park Street Sydney NSW 200.

Note: Urgent Ad Proof

Please ensure the booking number, publication and issue is clearly marked on the proof.

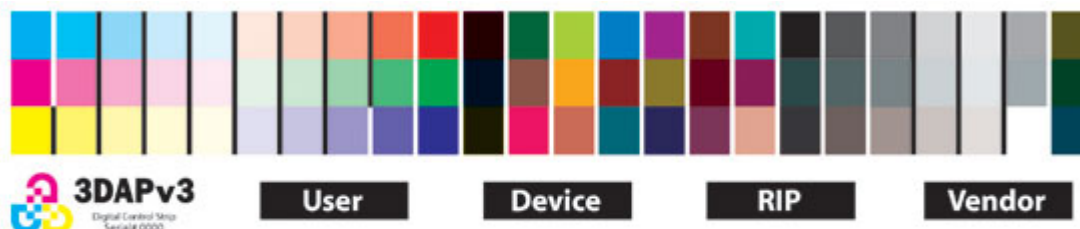
Bauer will not take responsibility for searching for unaddressed or unmarked proofs.

Bauer Media, in conjunction with other publishers, prepress companies and printers, have worked with the 3DAP committee to create appropriate standards for digital advertising.

The latest 3DAP specifications (3DAPv3) is based on the international printing standard ISO 12647-2 and incorporates the ISO 12647-7 tolerances for proofing quality control. More information is available at [www.3DAP.com.au](http://www.3DAP.com.au).

When a 3DAPv3 compliant proof made from the supplied file is not submitted, Bauer Media cannot take responsibility for accurate colour reproduction.

In order to verify that a proof is in compliance with the 3DAPv3 proofing requirements, each proof must have the following 3DAP endorsed Control Strip printed alongside the advertising material. Use of the strip obligates the user to follow the QC procedures supplied by proof vendors to the user after approval of their individual deviceProofs without compliant strips will be deemed as "guidance only" and Bauer cannot guarantee match to the proof.



## 5. 3DAP Paper Type Profiles

The 3DAPv3 standard encompasses different paper types. Bauer Media has adopted ISO Paper types 1, 3 & 4.

It is important to be aware of the relevant paper types prior to the production of advertising material. This will ensure you utilise the correct separation profiles and produce the correct proofs for the printing process. This is clearly stated at the bottom of each of the material specifications of each title.

- **Paper Type 1** is typically a higher brightness coated stock and mostly used for covers and higher brightness text stocks.
- **Paper Type 3** is typically a mid to high brightness coated stock, paper type 3 is the more commonly used paper type in magazine production.
- **Paper Type 4** is typically a higher brightness uncoated offset stock.

Supplying the correct files and proofs allows our titles to achieve consistency in material supplied from various sources, minimising colour compromises on press. CMYK separation profiles for Photoshop is also available as a free download from the 3DAP website. Bauer Media highly recommends the use of these profiles for image preparation.

Bauer Media and 3DAP recommend that PDF files are made to meet the international PDF/X-1a standard, which is available as a pre-set in all modern layout programs. PDF/X-1a ensures that the file you submit contains all the elements that are needed for accurate print reproduction. It will also ensure that unnecessary elements that could affect the reproduction are not included.

**Images should have an effective resolution of 300dpi.**

Low resolution images lead to poor print reproduction. Images that look acceptable on-screen might not look acceptable once printed. Note that it is the effective image resolution that is important, taking into account the scale factor of images in the layout program.

**All digital advertising file should be prepared for process colour (CMYK) separations**

Special arrangements need to be made when advertisements are booked with spot colours - please contact Bauer Media Production Services if this situation arises.

**Your digital advertising file will be rejected by Bauer Media if it contains TrueType, MultipleMaster or CID fonts**

These font types are not supported by our printers and, therefore, Bauer Media will reject digital advertising files that contain these fonts. Type 1 Postscript fonts are the only acceptable fonts. If you need to use another font type, outline it in your layout application before creating the PDF.

**Your digital advertising file will be rejected by Bauer Media if fonts are not embedded**

Fonts must be embedded in the final file and must be active on your system at the time of creating the PDF file.

### Choose type size carefully

Bauer Media recommends that you do not use type size smaller than 8 points as this is difficult to read. Reverse type smaller than 12 points may not reproduce well and serif and non-bold fonts smaller than 12 points may disappear into reverse areas.

## 6. Spine Allowance & Double Imaging, what is required?

Only streamer headings or baselines of very large type can run across the gutter of a double page spread. Type or product shots should always clear the spine and should never be split.

### Perfect Bound Magazines Spine Allowance

Type must be designed to clear the spine by a minimum of 10mm each side of the spine (total 20mm) due to this space being optically lost in the spine of the magazine. This space must be in addition to any word or letter space already present. Any critical image cross-over should be **double-imaged** across the gutter.

### Saddle Stitched Magazines Spine Allowance

Titles bound by this method require type to clear the spine by 3mm each side of the spine (total 6mm) due to this space being optically lost in the spine of the magazine. This space may include any word or letter space already present.

## Double Imaging – Perfect Bound titles only.

Clearance space should be minimum of 6mm (3mm of double image incorporated into the overall image of each page), due to this space being optically lost in the spine of a perfect bound magazine and therefore must be in addition to any work or letter space already present.

Any critical cross over should be double imaged across the gutter. Double image allowance is **3mm each side of the centre (6mm total) for ROB and 5mm each side of the centre (10mm total) for IFC and IBC DPS** and is incorporated into the overall image of each page. It is to be included within the trim not additional to the trim size. i.e. the spread will carry a 6mm common image though the centre of the spread.

### Double Imaging Design Example;



Double Imaging Bound Example;



## 7. Requirements & Recommendations for Gatefold Executions

A gatefold is a type of magazine advertisement where the cover or an outside page opens to reveal an additional page/panel that folds out. The execution can be used either on the front or back cover of a magazine. There are other complex style gate folds, which will need to be specified as per demand.

Gatefold	Inner and Outer flap
OFC	Outside front Cover
IFC/IBC	Inside Front Cover/Inside back Cover
IBF	Inside back flap
Spine	Glued centre section of a perfect bound magazine
Pg 3	Page 3, 1 <sup>st</sup> page of the text section
Courtesy Strip	Page 3 white strip, visible under a gatefold cover foredge (can be black or white)

Image Bleed	Image bleed area 5mm each side (Place crop marks outside of bleed area)
Image Trim	Finished Size
Image Type	To clear the spine by a minimum of 10mm each side ( 20mm total)

Inside Spread Visual



SPINE

Outside Visual



OFC  
Outside Front Cover

Outer Flap



Front Cover Gatefold open



Front Cover Gatefold Closed



Front Cover Closed - showing 5mm courtesy strip



The Inside Front Cover Gatefold art files must be submitted as a spread with 3 bookings in total; (Spread does not include Page 3, Page 3 must be a single page)

1. Outside Front Cover Flap (Visually finishes 3mm short of the foredge)
2. Inside Gatefold Spread (includes the Inner flap & the Inside Front Cover)

3. Page 3 (allow for a 5mm visible courtesy strip)

The Inside Back Cover Gatefold art files must be submitted as a spread with 3 bookings in total;  
(Spread does not include Last Text Page; Last Text Page must be a single page)

1. Outside Back Cover Flap (Visually finishes 3mm short of the foredge)
2. Inside Gatefold Spread (includes the Inner flap & the Inside Front Cover)
3. Last Page (allow for a 5mm visible courtesy strip)

**Please refer to the Gatefold Specification Sheet.**