

<b>Magazine format</b>	212 mm wide x 275 mm high Bleed margin 3 mm on all sides Print space 180 mm wide x 228 mm high
<b>Print process</b>	Sheetfed offset (cover); web offset (inside)
<b>Binding</b>	Adhesive binding
<b>Raster Resolution</b>	60
<b>Colours</b>	Euroscale/CMYK (no special colours such as Pantone, HKS)
<b>Profile cover and inside</b>	ISO_coated_V2_300.icc The profile is available at <a href="http://www.eci.org">www.eci.org</a>
<b>File formats</b>	Read-only documents PDF-Standard: PDF/X-1a or PDF/X-4:2008
<b>Print files</b>	Send to: <a href="mailto:anzeigen@marktundmittelstand.de">anzeigen@marktundmittelstand.de</a>
<b>Proofs</b>	Send to: Westermann Druck GmbH z. Hd. Vorstufe Georg-Westermann-Allee 66 38104 Braunschweig

Proofs must bear a UGRA/Fogra media wedge in order to be colour-accurate and legally binding.

We reserve the right to make changes to the production, processing and publication dates of all issues for technical reasons.

When sending your files, please only use file and folder names with a clear reference to the publication **Markt und Mittelstand**.

## Please note

- > The format of the advert document must correspond to that of the advert.
- > Please do not include special characters in file names. Informations you enter in the file name cannot be taken into account.
- > For advertisements in the bleed, please allow 3mm bleed per edge.
- > For bleed ads, important text and image elements must be placed at least 10 mm from the trim edges.
- > For spreads, where text and important visual elements run across the center of the magazine, please allow an additional 3mm margin within the print space on each inside page (3mm bleed to allow for the gutter created by the binding process).
- > The corners of the format must be 3 mm apart with a line width of 0.25 points.
- > Special colours must be broken down into the Euroscale colours without exception.
- > A minimum colour application of 3-5% should not be undercut.
- > A maximum paint application of 300% must not be exceeded.
- > Fonts must be converted to vector paths or included in the data file. This also applies to Standard fonts.
- > Please do not use modified or TrueType fonts.
- > When creating a PDF using Adobe InDesign, please check the PDF in Acrobat for the presence of Identity-H encoding and convert any of these fonts into paths.
- > When compressing files, please use self-extracting file compression types, such as StuffIt or ZipIt only.
- > No corrections will be made to data files after delivery. If corrections need to be made or if a problem is discovered in the print files after delivery, please resend the data files.