

Technical specifications for the Eastern Economic Forum magazine

Covers: Media Print Silk 250 g/sq. m.

Main block: Galerie Fine Bulk 100 g/sq. m. (Russian version)/ Media Print Silk 100 g/sq. m. (English version)

Layout sizes:

Half page (vertical)	108x280 mm (+5 mm from all cropped sides)
Half page (horizontal)	220x137 mm (+5 mm from all cropped sides)
Inner page in main block	220 x 280 mm (+ 5 mm from all cropped sides)
Spread in main block	440 x 280 mm (+ 5 mm from all cropped sides) spacing of 3 mm per side on the back is required

The provided advertising layouts must be marked "Advertising".

Composite PDF files of the PDF / X-1a standard are accepted for the magazine.

All raster graphics (including those inserted inside the outline) are only provided in the following colour models: CMYK, grayscale, and bitmap.

If colours that are not converted into the CMYK space are used, for example Pantone Spot Colours, colours will be separated by default and may lead to changes in the colour scheme.

Raster graphics must have a resolution of min 250 dpi and max 400 dpi, and up to 600 dpi for bitmap.

If raster graphics that are part of an eps-illustration are used, they must have a resolution of 250–300 dpi at a scale of 100%. If small fonts are used or there are small details, we recommend increasing the resolution for CMYK images to 400 dpi.

Total print density in both vector and raster objects for layouts:

must not exceed 300% in the main block (profile ISOcoated_v2_300_eci.icc).

In vector files, all fonts must be converted to curves.

Minimum size of text printed in a single colour:

- for sans-serif font – 6 pt;
- for serif fonts – 7 pt.

Minimum size of text printed in more than one colour or negative (reverse printing):

- for sans-serif font – 8 pt;
- for serif fonts – 10 pt.

The use of fonts on four-colour reversed printing or in the four-color gamut is NOT recommended due to possible misalignment within the tolerance limit, which may be noticeable on small typeface and/or serif typeface.

When using small white thin fonts (reverse printing) in a layout against a complex black field (composite), it is recommended to use 'black trapping' to avoid colouring the text when not aligned. The principle of 'black trapping' involves applying a thin stroke with thickness of 0.04 pt and knockout overlay around any white object.

The minimum allowable line thickness is 0.2 pt. Lines in negative or in more than one colour must have a thickness of at least 0.75 pt.

Bleed layouts must have a tolerance of 5 mm, i.e. the actual size of the advertisement must increase by 10 mm horizontally and 10 mm vertically. In this case, the cropped size does not need to be designated by any additional frame that may be regarded as a graphic element and left when printing.

Textual and significant graphic elements must be at least 5 mm from the bleed inward from the edge of the page, and 10 mm from the back due to the fact that the magazine does not open all the way with the adhesive binding.

It is not recommended using narrow frames at the page edges (leave a narrow white field).

There must be a distance of 3 mm from each side to the back for spread-based layouts (2/1) and existing elements that run from one page to another (at the seam of the pages). Due to the technological features of the printing industry, it is virtually impossible to achieve full overlap of the double spread. The tolerance is 2 mm, so it is undesirable to use slanting lines, inscriptions, or other significant elements at the interface of the spread advertisement.

Creasing on the cover along the back is 5–7 mm from the back. The paper is cut off at the creasing area, so texts and other significant elements on the fourth cover must be at least 7 mm from the back.

The permissible deviation of the colour imposition is 0.2 mm.

The permissible deviation for folding is 2 mm from the nominal bending line.

The permissible deviation for the publication format is ± 2 mm and 2 mm at the bend.