

PRINTING MATERIAL/COPY

CLOUD:	Access details for the cloud data storage server are available upon request from the advertisement service. For checking purposes, we request that you send an additional copy of the material by fax, including the original file name, to +49 (0)7243 7278-227. Please designate a contact person and telephone number for possible questions that may arise.
Transfer:	Transfer-relevant contacts and e-mail addresses are listed at the end of this section. If you are submitting via e-mail: Please specify the relevant publication and appearance date and details. Please send a maximum of 7 MB per e-mail.
Labelling/ file name:	You need to present the required/requested? Filename format in a structured and complete way. Advertisement customer, magazine, year and issue (e.g. Sample company COS2203)
File formats:	Preferred file format: PDF/X-3 (printable) . The following are also processable: InDesign CC, Illustrator, Photoshop TIF, EPS (convert fonts to outlines). No Office documents or CorelDraw files accepted.
Open data:	<ul style="list-style-type: none">– In the case of open files, all fonts, artwork and images used must be delivered in a separate file.– Do not use TrueType fonts. Please only deliver images, logos, fonts etc. actually intended for use.
PDF files:	Data delivery preferably in PDF/X-3 format. Transparencies must be checked for printability and flattened in advance. Fonts must be completely embedded or converted to outlines and without subgroups.
General:	<ul style="list-style-type: none">– Save images as EPS, TIF or JPG (quality should be at least 8/Photoshop).– The file must be created (fully) in the final format. Please observe the format details of the respective magazine.– Create 4c advertisements in CMYK (Euroscale), colour profiles should not be attached or embedded.

- Resolution (in original advertisement size): CMYK: 300 dpi, greyscale image: 300 dpi, line art: 1,200 dpi.
- Bleed advertisements must have a minimum of 5 mm distance between illustrations/texts and the edge of the page.
- In the case of digital data transfer, we accept no responsibility for the correct reproduction of the advertisement format, text or colour. For colour advertisements, a digital contract proof including Fogra media wedge must also be sent to the publishers. Without the digital proof, no consideration will be given to complaints regarding colour.

DIGITAL ADVERTISING FORMATS

Data delivery:	Beate Bantzhaff · beate.bantzhaff@health-and-beauty.com, Phone: +49 (0)7243 7278-232
Destination link:	Please remember to individually state the target link for each advertising medium.
File formats:	GIF, JPEG, PNG, HTML HTML5 Banner can be supplied on request. We do not recommend the use of banners in Flash format as those are displayed by fewer and fewer browsers and devices.
File size for picture files:	1 MB max.
Links:	Cloud data storage: access data on request.
Data transfer via e-mail:	up to max. 7 MB possible.
Newsletter advertising:	When sending newsletter advertising formats, please be aware that animations cannot be processed.