



How To Germany • Auf der Schorr 10 • 54331 Pellingen • Germany • Tel: +49 (0) 65 88 -99 25 65 • Fax: +49 (0) 65 88 -98 83 29
Email: advertising@howtogermaany.com • Internet: www.howtogermaany.com

SPECIFICATIONS FACT SHEET

Following are the mechanical requirements for ad materials for How To Germany magazine and the howtogermaany.com website.

Magazine

Trim Size: 148mm wide x 210mm deep

Ad sizes:

- 1/1 page 125mm wide x 195mm deep
- 1/2 page 125mm wide x 90mm deep
- 1/4 page 60mm wide x 90 mm deep or 126 mm wide x 45mm deep
- 1/8 page 60mm wide x 43mm deep

Bleed page before trim: 154mm wide x 216mm deep.

Reading matter must be kept 10mm from edge of bleed area after trim.

Materials: Digital files only. Color printouts required. Can be Pagemaker or QuarkXpress for Macintosh. Also acceptable are jpeg, tiff, gif, eps and pdf files. Contact publisher for details on other graphic formats. CD-ROMS preferred. Some material can be sent by email. Contact the publisher for details.

Recommended Screen: *European Standard* — inside pages 48, covers 60; *US Standard* — inside pages 120, covers 133-150.

Send material to the publisher at the above address.

Website

Pictures should be in GIF or JPEG format at a resolution of 72 pixels per inch. Logos should be in GIF format with colors reduced to minimum at a resolution of 72 pixels per inch. Linking URL and email addresses to be supplied in full.

- Top Banner ads:** 234 x 60 pixels
- Right Column Banner:** 240 x 240 pixels
- Center Banner:** 500 x 120 pixels
- Storefront Button:** 120 x 45 pixels

All website materials can be sent via email. Contact your sales representative or the publisher for address details.