fugues

MEDIA KIT

MAGAZINES AD SIZES
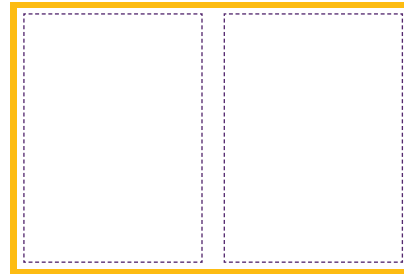
1 PAGE

○ TRIM SIZE

WIDTH	HEIGHT
8''	10.875''

● SAFETY MARGIN

WIDTH	HEIGHT
7.5''	10.375''

● With BLEED SIZE

WIDTH	HEIGHT
8.25''	11.125''

2 PAGES / SPREAD

○ TRIM SIZE

WIDTH	HEIGHT
16''	10.875''

● SAFETY MARGIN

WIDTH	HEIGHT
7.5''	10.375''

● With BLEED SIZE

WIDTH	HEIGHT
16.25''	11.125''
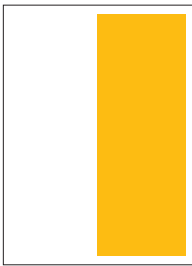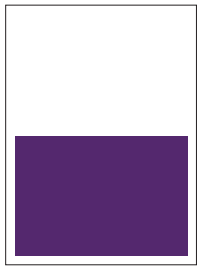
1/2 PAGE

HORIZONTAL

WIDTH	HEIGHT
7.375''	4.83''

VERTICAL

WIDTH	HEIGHT
3.575''	9,889''
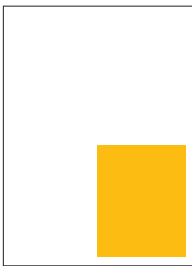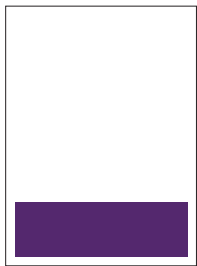
1/4 PAGE

HORIZONTAL

WIDTH	HEIGHT
7.375''	2.323''

VERTICAL

WIDTH	HEIGHT
3.575''	4.832''
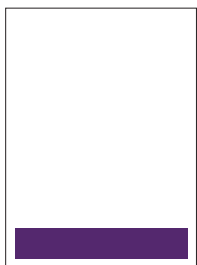
1/8 PAGE

HORIZONTAL

WIDTH	HEIGHT
7.375''	1.1''

CARTE D'AFFAIRE

LARGEUR	HAUTEUR
3.575''	2.32''
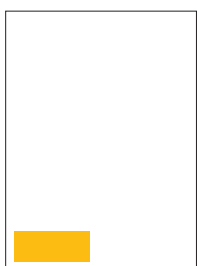
1/16 PAGE

FORMAT

WIDTH	HEIGHT
3.575''	1.1''

SPECIAL FORMATS

These formats are offered only in editorial pages, in left or right. In addition, you must notify your representative if you wish to reserve one of these formats.
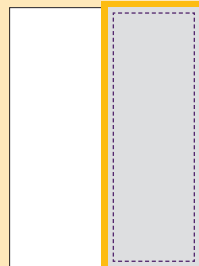
TOWER

○ TRIM SIZE

WIDTH	HEIGHT
3.95''	10.875''

● SAFETY MARGIN

WIDTH	HEIGHT
3.7''	10.375''

● With BLEED SIZE

WIDTH	HEIGHT
4.2''	11.125''
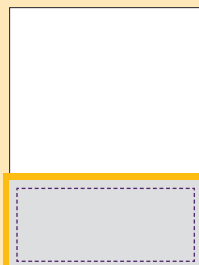
BLOCK

○ TRIM SIZE

WIDTH	HEIGHT
8''	3.52''

● SAFETY MARGIN

WIDTH	HEIGHT
7.75''	3.27''

● With BLEED SIZE

WIDTH	HEIGHT
8.25''	3.77''
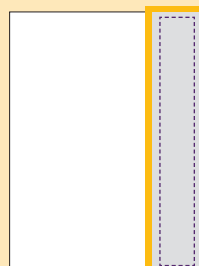
PAGE SIDE COLUMN

○ TRIM SIZE

WIDTH	HEIGHT
2''	10.875''

● SAFETY MARGIN

WIDTH	HEIGHT
1.25''	10.375''

● With BLEED SIZE

WIDTH	HEIGHT
2.25''	11.125''

BANNERS SIZES
WEBSITE + NEWSLETTERS

BIG BOX

65 K MAXIMUM

WIDTH	HEIGHT
300 PX	250 PX

TOWER

80 K MAXIMUM

WIDTH	HEIGHT
300 PX	600 PX

HALF BOX

60 K MAXIMUM

WIDTH	HEIGHT
300 PX	125 PX

CELLULAR

45 K MAXIMUM

WIDTH	HEIGHT
320 PX	50 PX

BILLBOARD *

100 K MAXIMUM

WIDTH	HEIGHT
970 PX	250 PX

*SAME INFO FOR THE PRESENTER BANNER OF A NEWSLETTER

LEADERBOARD

80 K MAXIMUM

iPad

WIDTH	HEIGHT
970 pixels	90 pixels

APPLE NEWS

200 K MAXIMUM

iPad

WIDTH	HEIGHT
1536 pixels	864 pixels

iPhone

WIDTH	HEIGHT
1242 pixels	699 pixels

ZONE WITHOUT TEXT 80 X 44 PX

IMPORTANT
The final material must be sent at least 5 days before the broadcast date and must include the URL link to be used.

TECHNICAL SPECIFICATIONS

MAGAZINES

PRODUCED USING THE CTP METHOD *COMPUTER TO PLATE*

PRINTING :	QUADRICHROMY (CMYK) ON FULLWEB PRESS
LINEAR :	133 LPI
PRESS GAIN (INK) :	20 %
MAXIMAL DENSITY :	280 %
PAPER :	95 M (INTERIOR PAGES) ET 200M (COVER PAGES C1, C2, C3 & C4)
BLACK :	TO GET A TRULY DARK BLACK, ADD 20% CYAN TO YOUR BLACK.
BLEED :	ADD 0.25 INCH TO FULL PAGE FORMAT
SAFETY MARGIN FOR TEXT :	0.25 INCH INSIDE FULL PAGE SIZE

FILES ACCEPTED
PDF : HIGH RESOLUTION (maximum 300 ppp). Must contain all embedded fonts
EPS : 266 dpi / CMYK / Preview : Macintosh 8 bit
TIFF : 266 dpi / CMYK
JPEG : 266 dpi / CMYK / Compression at 12 / Maximum Quality

SENDING YOUR ADVERTISING MATERIAL
• Emayl to your advertising consultant. Limit 10 MB. Compression format used .ZIP
• "We Transfer" to your advertising consultant's emayl.

COLOR QUALITY CONTROL
Color quality is guaranteed within an acceptable tolerance of rotary press fit capabilities. Color rendering is therefore indebted to this data.

Also, since printing is done in 8-pages or 16-pages magazine sheets, calibration is done by averaging and variation in hue and density may occur without our having complete control.

FILES REFUSED
IN DESIGN, WORD, EXCEL, POWERPOINT, CORELDRAW, PAINT, PUBLISHER, QUARKXPRESS PASSPORT
COMPRESSION : EXE, .RAR

WEBSITE

ACCEPTED FORMATS
GIF, GIF ANIMATED, JPG and HTML

ANIMATED GIF BANNERS
The first frame of the animation cannot be a solid background. This image must contain a minimum of relevant information about the campaign in order to be able to identify it (this image will be seen by Internet users accessing the site via certain mobiles). The animation cannot contain any transparency. The animation duration must be 15 seconds or less.

You must provide a standard backup version (GIF or JPG).

HTML BANNERS
Whether the banner is static or animated in HTML, the set should not exceed 150 KB. The animation should not exceed 15 seconds. Each ad must include the index.html file, the capture.jpg file and the "assets" folder in a folder. In the "assets" folder, it should only contain images, scripts and CSS.

URL
Don't forget to include the URL link when sending material, for jpg or gif or HTML files.

A banner ad with a white background should be surrounded by a solid border of at least 1 pixel (black is recommended).

NEWSLETTERS

ACCEPTED FORMATS
GIF, GIF ANIMATED and JPG

BANNIÈRES «GIF ANIMÉ»
the first frame of the animation cannot be a solid background. This image should contain a minimum of relevant information about the campaign. The animation should be 10 seconds or less.

You must provide a standard backup version (GIF or JPG).

URL
Don't forget to include the URL link when sending material, for jpg or gif or HTML files.

CAPTURE.JPG + INDEX.HTML + ASSETS + BG.JPG + JQUERY.JS

IMPORTANT
The final material must be sent at least 5 days before the broadcast date and must include the URL link to be used.