

# ADVERTISEMENT SPECIFICATIONS 2021

## Advertisement specifications

The advertisement files can be send to us through our portal: <https://portal.ad4all.nl>. In due time you will receive an upload link by email.

After uploading, your ad will be automatically checked for meeting our requirements (format, resolution, colour profiles, etc.). If the file falls short, we will send you tips for modifying the file. After adjusting your ad, you can upload the file again. Once your ad has been approved, it will be included in New Skool Media's ad database and you will receive a confirmation email.

## File Format

We accept only advertising materials in PDF format prepared in accordance with the Certified PDF (cPDF) standards established for magazines in The Netherlands. These standards comply with the international guidelines.

For any technical queries pertaining to the supply of materials, please refer to Printarena (the industry organisation for communications media) at [www.printarena.nl](http://www.printarena.nl).

Additionally, please bear the following in mind:

- The advertisement page should be supplied in the form of a single-page PDF file (1 page per file). Supply 2 documents for a 2-page advertising spread.
- Include/embed all used fonts
- All colours of images, logo's and illustrations must be CMYK
- All images must be high resolution (300 dpi)
- Total density should not exceed 300%
- Files may not contain ICC Profiles
- PDF- file must be PDF version 1.4 or lower
- Bleed ads, extend bleed to 3mm on all sides
- Deliver ads with crop marks

## Formats

Magazine	Trim size	Type area
Beleggers Belangen	215x285mm	185x257mm
Classic & Retro	210x274mm	185x251mm
Columbus Travel	230x300mm	205x280mm
delicious.	210x276mm	174x227mm
EW	200x265mm	180x245mm
Fiets	215x285mm	195x265mm
FietsActief	210x270mm	200x260mm
Formule 1	230x290mm	210x270mm
F1 Preview/Year Overview	210x287mm	204x281mm
Kijk	220x285mm	186x255mm
Knipmode	230x297mm	190x257mm

Magazine	Trim size	Type area
KNIPkids	230x297mm	190x257mm
MOTO73	230x300mm	210x280mm
Procycling	230x285mm	210x265mm
Promotor	230x300mm	210x280mm
Roots	223x285mm	186x245mm
Seasons	220x285mm	200x268mm
Truckstar	230x300mm	210x280mm
Tour de France	230x300mm	210x280mm
Vogelmagazine	223x285mm	186x245mm
Vorsten	230x285mm	200x252mm
Zin	210x280mm	180x230mm

*Excl. 3mm bleed on all sides*

Please contact our Traffic department for more information:

T.: +31 (0)20 210 54 50

E.: [traffic@newskoolmedia.nl](mailto:traffic@newskoolmedia.nl)