

# ADVERTISEMENT SPECIFICATIONS 2022

## Advertisement specifications

The advertisement files can be sent 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 1/1 page

Magazine	Trim size
Beleggers Belangen	215x285 mm
Columbus Travel	210x285 mm
delicious.	210x276 mm
E-bike Special	148x210 mm
EW	200x265 mm
Fiets	215x285 mm
FietsActief	210x270 mm
Formule 1	230x290 mm
In Eigen Land	210x285 mm
Kijk	220x285 mm
Knipmode	230x297 mm
KNIPkids	230x297 mm

Magazine	Trim size
MOTO73	230x300 mm
Procycling	230x285 mm
Promotor	230x300 mm
Roots	223x285 mm
Seasons	220x285 mm
Simply Breien	210x297 mm
Truckstar	230x300 mm
Tour de France	230x300 mm
Vogelmagazine	223x285 mm
Vorsten	230x285 mm
Zin Magazine	210x280 mm

*Excl. 3mm bleed on all sides*

Please contact our Traffic department for more information:

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