

# Technical specifications

## Magazines

### 2021



# Formats Magazines 2021

## DE STANDAARD MAGAZINE | DE STANDAARD

LAYOUT AREA: 230 MM X 315 MM	1/1 PAGE	1/2 PAGE	1/2 PAGE	PANO	PANO
WIDTH X HEIGHT IN MM	250 x 335 + 5 MM BLEED ON 4 SIDES	230 x 155	112 x 315	500 x 335 + 5 MM BLEED ON 4 SIDES	500 x 165 + 5 MM BLEED ON 4 SIDES

## DE STANDAARD WEEKBLAD | DE STANDAARD

LAYOUT AREA: 200 MM X 265 MM	1/1 PAGE	PANO	1/2 PANO
WIDTH X HEIGHT IN MM	220 x 285 + 5 MM BLEED ON 4 SIDES	440 x 285 + 5 MM BLEED ON 4 SIDES	440 x 140 + 5 MM BLEED ON 4 SIDES

## BILLIE | HET NIEUWSBLAD | GAZET VAN ANTWERPEN | HET BELANG VAN LIMBURG

LAYOUT AREA: 190 MM X 277 MM	1/1 PAGE	PANO
WIDTH X HEIGHT IN MM	210 x 297 + 5 MM BLEED ON 4 SIDES	420 x 297 + 5 MM BLEED ON 4 SIDES



# Material & printing standards

## Magazines 2021

### SPECIFICATIONS FOR THE ELECTRONIC DELIVERY OF ADVERTISEMENTS FOR MAGAZINES (HEATSET)

The standards are defined within the context of Medibelplus, the joint project for newspaper and magazine printing in Belgium.

#### PDF

The advertisement(s) should always be delivered in a Certified PDF, in CMYK, in accordance with the PDF specifications on [www.medibelplus.be](http://www.medibelplus.be) for magazines.

#### Image resolution

Grayscale / CMYK: 300 dpi  
Maximale compression: 300%

#### QR-Code

Resolution: minimum 300 dpi  
Format at least: 2,5 cm  
Only in Black and White

#### DIFFERENCES IN FOUR COLORS

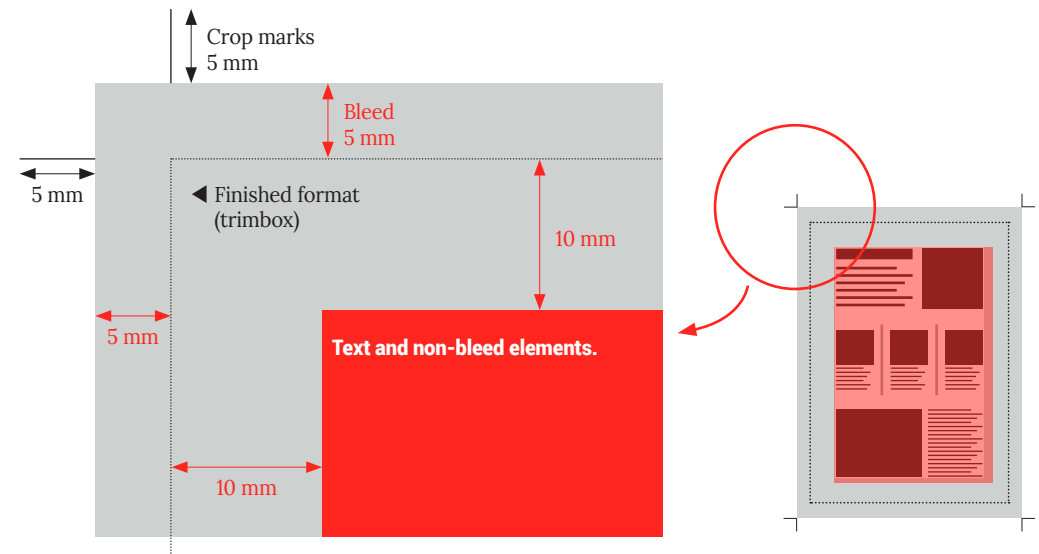
In magazine production, 2 four colors pages usually fall within the same ink zone. For this reason, they need to be printed in standardized form, and printing adjustments based on 1 page are not possible.

#### HEEFT U VRAGEN?

For more technical information (or problems): [preflight@mediahuis.be](mailto:preflight@mediahuis.be)

#### PDF PROFILES

PRODUCT	COLOR PROFILE INSIDE	COLOR PROFILE COVER
BILLIE	ISOCOATED_V2_300	ISOCOATED_V2_300
DE STANDAARD MAGAZINE	ISOCOATED_V2_300	ISOCOATED_V2_300
DE STANDAARD WEEKBLAD	ISOCOATED_V2_300	ISOCOATED_V2_300



# DELIVERY

## Magazines 2021

### YOU HAVE AN INSERT ORDER FOR MEDIAHUIS

#### DELIVERY ADDRESSES

All information for the delivery of an advertisement is available on:

- **for Limburg, Flemish Brabant, Brussels en Wallonia**  
pub@mediahuis.be | 011/87.84.85
- **for Antwerp, East en West Flanders**  
advertenties@mediahuis.be | 03/210.02.21

#### FILE NAME / SUBJECT E-MAIL

**DDMMJJ\_TIT\_KLANT\_THEMA\_IC.PDF**

DDMMJJ = the first insert date for this advertisement.

TIT = the title (abbreviation) in which this advertisement appears. This can be:

- JET for Jet Magazine
- BIL for Billie
- DSM for De Standaard Magazine
- DSW for De Standaard Weekblad

CLIENT = the name of the advertiser client (e.g. Armani)

THEME = the content of the advertisement. This field is required only if several materials are being submitted (e.g. interchangeable material for editions, or a series of advertisements, etc.).

Please note: 1 file per advertisement!

#### DEADLINES

**De Standaard Magazine/ De Standaard Weekblad + Billie**

<b>Reservations</b>	: date of publication -11 working days, Friday at 11:30 am
<b>Ready to be publised</b>	: date of publication -6 working days, Friday at 11:30 am
<b>Ready to be publised cover DSM</b>	: date of publication -9 working days, Tuesday at 11:30 am
<b>To be designed</b>	: date of publication -11 working days, Friday at 11:30 am

**On holidays** : one of the above deadlines -1 extra workingday

#### CROSS-PUBLICATION IN OUR DIGITAL SUBSCRIPTIONS

Inserts printed together with the newspaper: are automatically cross-published. Mediahuis looks after this and you have nothing further to do.

Inserts are not automatically cross-published. For more information, please contact us.