

## RATES

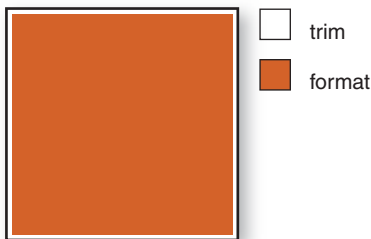
Rates can be subject to discounts according to:

- number of reserved pages
- number of issues covered
- type of page reserved
- publishing period
- associated event/exhibition

## FORMATS

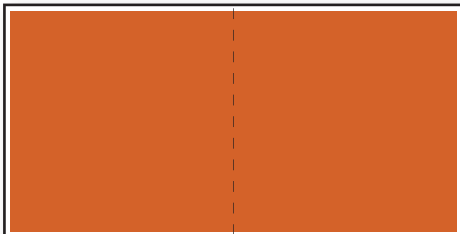
In addition to the traditional advertising formats it is possible to conceive:

- flyers
- inserts
- supplements



### FULL PAGE

Trimmed size 280 x 280 mm  
Untrimmed size 286 x 286 mm



### DOUBLE PAGE

Trimmed size 560 x 280 mm  
Untrimmed size 566 x 286 mm



### HALF PAGE HORIZONTAL

Trimmed size 280 x 140 mm  
Untrimmed size 286 x 143 mm



### HALF PAGE VERTICAL

Trimmed size 140 x 280 mm  
Untrimmed size 143 x 286 mm

Position	Single Issue		
	Euro*	USD	AED
Full page	4.100	5.500	20.200
Half page	2.600	3.500	12.900
Double page spread	6.300	8.500	31.200
First double page spread	6.900	9.500	34.900
Inside front cover	5.600	7.500	27.500
Inside back cover	4.800	6.500	23.900
Outside back cover	7.500	9.900	36.400
Gatefold (3 pages)	10.800	14.500	53.200
Box	600	800	3.000
Belly band	3.700	5.000	18.400
Advertorial	Price upon application		

\* Price in euros are subject to update due to the exchange rate.

## PRINTING SPECS

**FORMAT:** PDF file generated by Adobe Acrobat Distiller (or equivalent) with PDF/X-3:2002 standard settings

**FONT:** all fonts should be converted to vector objects

**IMAGES:** 300 dpi 1:1 resolution in CMYK

**COLOUR:** max ink coverage (CMYK) should not be over 320% per pixel, to avoid ink smearing

**MATERIALS:** a certified Digital Cromalin colour proof (or equivalent) and a CD containing the PDF file that generated that proof have to be sent out 20 days before the next magazine issue

