World Economic Magazine

Simplifying Global Financial Markets

AD Guideline and Specifications: Print Magazine

Advertisers are encouraged to upload PDF/X1-A files to World Economic Magazine at https://worldecomag.com/ provided they are prepared for press-optimized printing in CMYK color mode or Grayscale with fonts embedded. PDFs will be preflighted for errors. Some size and bleed errors can be corrected by repositioning right in World Economic Magazine instead of uploading a revision. All ads will require a final approval from you after preflighting.

Note: Color profiles like RGB, LAB or other embedded color profiles (like ICC) are not accepted.

Although, the acceptable uploading format PDF is preferred, we are also licensed to use all fonts from Adobe libraries. All supporting graphics and fonts compressed into a ZIP archive by uploading it to us through info@worldecomag.com or backend@worldecomag.com at https://worldecomag.com/.

300 dpi, actual size; 300% (Maximum Ink Density); CMYK color model; .TIF or .EPS format.

To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e. C=100, M=50, Y=50, K=100). Any one color with a required value over 85% should be made solid.

NOTES

- Keep live matter 12mm away from trim-edge (~15mm" bleed)
- Keep Inside Margin matter 18mm away from trim-edge (~21mm" bleed)
- Keep crop marks out of bleed area

World Economic Magazine

Simplifying Global Financial Markets

• Web Offset, Perfect-Bound, Paper is White

• Keep Trim size specifications as 280mm X 210mm

• Inserts tip to front of signature

SWOP approved color proof

For bleed ads, please find the specifications in the table below:

	Bleed Size	Trim Size	Type Area
Full Page	286mm (h) x 216mm (w)	280mm (h) x 210mm (w)	250mm (h) x 180mm (w)
Double Page Spread (DPS)	286mm (h) x 426mm (w)	280mm (h) x 420mm (w)	