

Technical informations for: PZN 570787 • Ratecard 9 • In effect from 1/1/2012

# Cicero

## Addresses / Contacts

These entries were checked and certified by the publisher.

### Neef + Stumme GmbH & Co. KG

Contact printing materials / technique	
Name:	Herr Mahnke
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### Gruner + Jahr AG & Co KG

Contact printing materials / coordination	
Name:	Frau Stefanie Wolf
Address:	Gruner + Jahr AG & Co KG Am Baumwall 11 20459 Hamburg
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## Important information

These entries were checked and certified by the publisher.

### Legal notice/ disclaimer

The claims regarding expressed warranty in the disclaimer requires the adherence to the certified technical demands and standards displayed in the DUON-portal. This also applies to an advertisement delivery without proof. Slight variations in tone or colour may occur within the normal tolerances of the printing process. Slight variations in tone or colour may occur within the normal tolerances of the printing process.

### Live matter

Live matter should be at least 5 mm removed from trimming edge.

### Advertisements across gutter – manual back margin allowance

For advertisements across the binding edge, repeat artwork for 4 mm on each page. Types should be at least 5 mm removed from trimming edge.

## File formats

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### Ringier Publishing GmbH

Adobe-PDF /X-3 /X-1a	
Mode:	CMYK
Fonts:	
Embedded:	Yes

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Note:	The minimum font size amounts with rotogravure to 8 dots, with offset 6 dots and newspaper printing 7 dots. Fine Serifen are to be avoided. Multiple-Master - character fonts may not be used. Double byte character fonts may not be also used. True to type Character fonts should not be used - they must be released if necessary. Please, no character font modifications, like bold or italic.
<b>Images:</b>	
Colour and greyscale images:	304.80 dpi
Line drawing resolution:	1200.00 dpi
Image compression:	The quality of JPEG compressed photos is to be determined by the data manufacturer.

## File transfer software

These entries were checked and certified by the publisher.

Gruner + Jahr AG & Co KG

<b>DUON-PORTAL</b>	
Platform:	Browser: Firefox 2.0, Safari 3.0, Explorer 7.0
Nr. / URL:	<a href="http://www.duon-portal.de/Jobs">http://www.duon-portal.de/Jobs</a>
<b>Notes:</b>	
Please, log in on the DUON portal for the data transmission. For more info please call +49 40/37411750	

## Production

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Neef + Stumme GmbH & Co. KG

<b>Placement: Entire issue (whole issue)</b>				
<b>Printing method: Offset according to ISO 12647-2</b>				
Colour order:	CMYK			
Maximum of area coverage:	300%			
Minimum line width (mm):	BW:	0,05	4C:	0,05
Minimum negative line width (mm):	BW:	0,05	4C:	0,05
Minimum negative font size (pt.):	6			

Finishing:	perfect binding			
<b>Size:</b>				
Size of magazine (mm):	Width:	210.00	Height:	287.00
Type area (mm):	Width:	177.00	Height:	268.00
Bleed (mm):	Left:	4.00	Right:	4.00
	Top:	4.00	Bottom:	4.00
Gutter bleed (mm):	4.00			

## Proofs

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Placement: Entire issue (whole issue)	
<b>Printing method: Offset according to ISO 12647-2</b>	
Proof device:	Epson Stylus Pro 4800/7800/9800
Profile:	ISOcoated_v2_ECI_39L_PK1-2_Ex8_GMGsemimatte250_V2.mx4
Checksum:	AADD24B1
Paper type:	GMG ProofPaper semimatte 250
<b>Note:</b>	
The Proof must have been produced 1:1 of the data delivered by DUON. Reference: the software for proofing is GMG Color Proof 04.	

## Profiles

These entries were checked and certified by the publisher.

Placement: Entire issue (whole issue)	
<b>Printing method: Offset according to ISO 12647-2</b>	
Profile:	ISOcoated_v2_300_eci.icc  The profile is a component of a package (see profile package).  The package is available in the following format: .zip <a href="#">Download</a>
Package of profile:	Das Paket ECI_Offset_2009 enthält die ICC-Profile: ISO Coated v2 (ECI), ISO Coated v2 300% (ECI), PSO LWC Improved (ECI), PSO LWC Standard (ECI), PSO Uncoated ISO12647 (ECI), ISO Uncoated Yellowish, SC Paper (ECI), PSO MFC Paper (ECI), PSO SNP Paper (ECI), PSO Coated NPscreen ISO12647 (ECI), PSO Coated 300% NPscreen ISO12647 (ECI), PSO Uncoated NPscreen ISO12647 (ECI). Wenn Sie sich unsicher sind, welches dieser Offsetprofile Sie verwenden sollten, empfiehlt sich im Zweifelsfall die Verwendung von ISO Coated v2 300% (ECI).
Paper type:	Papiertyp 1 und 2, glänzend oder matt gestrichen Bilderdruck

## Issues and dates

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<b>2/12</b>	
<b>On sale date</b>	1/26/2012
Copy deadline	1/10/2012
Booking deadline / Right of rescission	1/9/2012
<b>3/12</b>	
<b>On sale date</b>	2/23/2012
Copy deadline	2/7/2012
Booking deadline / Right of rescission	2/6/2012
<b>4/12</b>	
<b>On sale date</b>	3/29/2012

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Copy deadline	3/13/2012
Booking deadline / Right of recission	3/12/2012
<b>5/12</b>	
<b>On sale date</b>	4/26/2012
Copy deadline	4/10/2012
Booking deadline / Right of recission	4/10/2012
<b>6/12</b>	
<b>On sale date</b>	5/24/2012
Copy deadline	5/8/2012
Booking deadline / Right of recission	5/7/2012
<b>7/12</b>	
<b>On sale date</b>	6/28/2012
Copy deadline	6/12/2012
Booking deadline / Right of recission	6/11/2012
<b>8/12</b>	
<b>On sale date</b>	7/26/2012
Copy deadline	7/10/2012
Booking deadline / Right of recission	7/9/2012
<b>9/12</b>	
<b>On sale date</b>	8/30/2012
Copy deadline	8/14/2012
Booking deadline / Right of recission	8/13/2012
<b>10/12</b>	
<b>On sale date</b>	9/27/2012
Copy deadline	9/11/2012
Booking deadline / Right of recission	9/10/2012
<b>11/12</b>	
<b>On sale date</b>	10/25/2012
Copy deadline	10/9/2012
Booking deadline / Right of recission	10/8/2012
<b>12/12</b>	
<b>On sale date</b>	11/22/2012
Copy deadline	11/6/2012
Booking deadline / Right of recission	11/5/2012
<b>1/13</b>	
<b>On sale date</b>	12/20/2012
Copy deadline	12/4/2012
Booking deadline / Right of recission	12/3/2012

## Ad size formats

These entries were checked and certified by the publisher.

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Format	O r i e	C o l s	Type area		Bleed	
			Width	Height	Width	Height
<b>Single page formats</b>						
1/1					210.00	287.00
1/1 Selected placement					210.00	287.00
1/1 Second cover page					210.00	287.00
1/1 Back cover					210.00	287.00
2/3	H		114.00	268.00	128.00	287.00
1/2	H Q		84.00	268.00	98.00	287.00
			177.00	133.00	210.00	142.00
1/2 Selected placement	H Q		84.00	268.00	98.00	287.00
			177.00	133.00	210.00	142.00
1/3	H Q		53.00	268.00	67.00	287.00
			177.00	88.00	210.00	94.00
1/3 Selected placement	H Q		53.00	268.00	67.00	287.00
			177.00	88.00	210.00	94.00
1/4	H Q		84.00	133.00	98.00	142.00
			177.00	65.00	210.00	70.00
1/6	H		53.00	133.00		
<b>Double page formats</b>						
2/1					420.00	287.00
2/1 Selected placement					420.00	287.00
2x1/2	Q		392.00	133.00	420.00	142.00