

WE ARE

DIGITAL

PRINT

FMCG

PHARMA

TARGETED



PROGRESSIVE

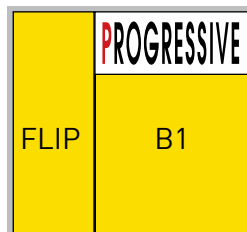


DIMENSIONS AND TECHNICAL SPECIFICATIONS 2023

First cover

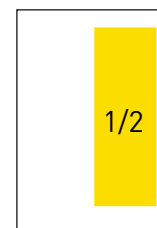
size: B1: first cover
210 x 220mm

size: flip: unfolding
110 x 297 mm
+ 3mm on all sides



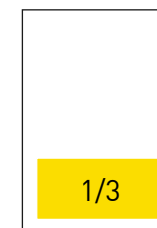
1/2 vertical

size:
88 x 247mm



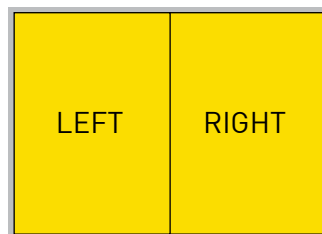
1/3 horizontal

size:
175 x 85mm



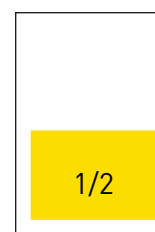
Folio

size: 420 x 297mm
+ 3mm on all sides



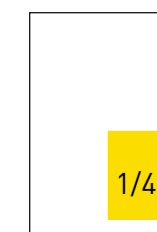
1/2 horizontal

size:
175 x 125mm



1/4 vertical

size:
88 x 125mm



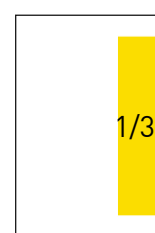
Full page

size:
210 x 297mm
+ 3mm on all sides



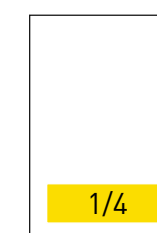
1/3 vertical

size:
55 x 247mm



1/4 horizontal

size:
175 x 55mm



Fascinating branding

size: 210 x 16mm



File formats: TIFF or EPS (all text has to be converted to curves/outlines).

Advertising must be adapted to **CC version of adobe** Illustrator.

Colour mode: CMYK (no spot colours please). Resolution: 300 dpi. All full page and spread ads should bleed 3 mm off all edges.

Please **do not put any crop marks, registration marks, colour bars** or other additional information in your file.

Calibrated digital colour proofs should accompany the ads, otherwise the quality of printing cannot be guaranteed. If no colour proof is provided, we do not accept claims regarding the print



Progressive Magazine Bulgaria



PROGRESSIVE Magazine Bulgaria



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FMCG
magazine



PHARMA
magazine



CLASSIFICATION:
TOP 300 FMCG
Companies



REPORT:
TOP 10 FMCG
Retailers



CONFERENCE



AWARDS



FORUM

www.piero97.com