

# Magazine

## Saddle stitched



**Finished format: W 175 mm x H 270 mm**

Every supply of material should be accompanied by a note of dispatch containing at least the following information: the client's name, the advertiser's name, date and title of all editions using the material, the subject and a reference to the corresponding order number.

### LEGAL AND LEGAL NOTICES

Adverts regarding alcoholic drinks must be accompanied by the health warning "L'abus d'alcool est dangereux pour la santé. A consommer avec modération".

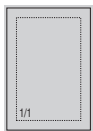
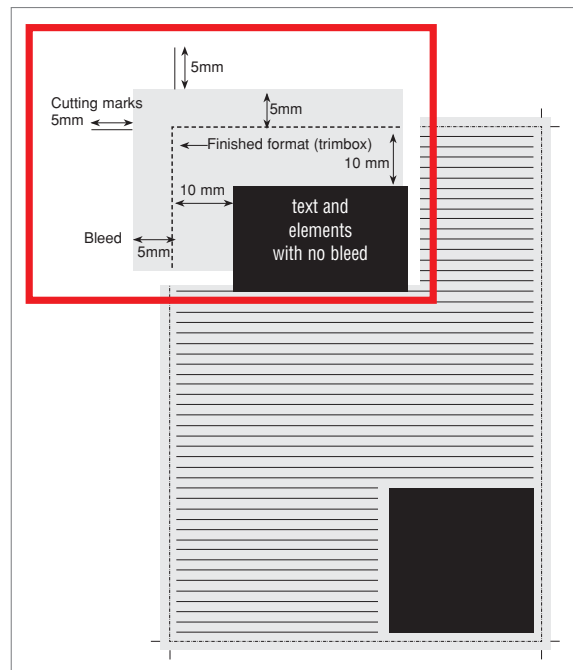
Adverts regarding drinks with additives and manufactured food products must contain a health warning (for example : "Pour votre santé, évitez de grignoter entre les repas. [www.mangerbouger.fr](http://www.mangerbouger.fr)").

All health warnings written in a foreign language must be translated into French.

For more information, consult the complete legal text : the advertising audit office aims to install a code of ethics within advertising and maintain the ethic in advertising. For more information please consult our website on [www.bvp.org](http://www.bvp.org) (BVP : Bureau de Vérification de la Publicité).

### ADVERTORIALS

Call us to be aware of the advertorial directions. All your creations have to be approved 4 weeks previous to the on sale date. Contact the department ADV : [materiel@er-services.fr](mailto:materiel@er-services.fr)



1/1 page

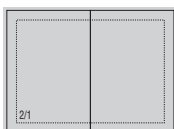
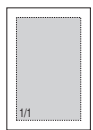
**Finished format (trimbox) :**  
W 175 mm x H 270 mm

**Finished format + 5 mm bleed:**  
W 185 mm x H 280 mm

**Finished format + 5 mm bleed + 5 mm cutting marks:**  
W 195 mm x H 290 mm

The bleed must not contain any registration marks, colour strips and the like.

The texts, photos, logos and agency references must remain at least 10 mm from the bleed.



2/1 page

**Finished format (trimbox) :**  
W 350 mm x H 270 mm

**Finished format + 5 mm bleed:**  
W 360 mm x H 280 mm

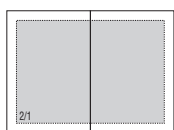
**Finished format + 5 mm bleed + 5 mm cutting marks:**  
W 370 mm x H 290 mm

**The double page must be delivered in one file**

The bleed must not contain any registration marks, colour strips and the like.

The texts, photos, logos and agency references must remain at least 10 mm from the bleed.

All materials must be supplied as one unit. Spread headings and texts must remain 3 mm left and 3 mm right from the fold.



EXPRESS ROULARTA SERVICES adapted the specifications of the technical commission of **APPM**

For more information please consult our website : <http://pressemagazine.com/documentation-technique/>



Express Roularta Services : <http://www.expressroulartaservices.fr>

Groupe Express Roularta : <http://www.roularta.fr/magazines/infographique/index.jsp>

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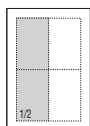
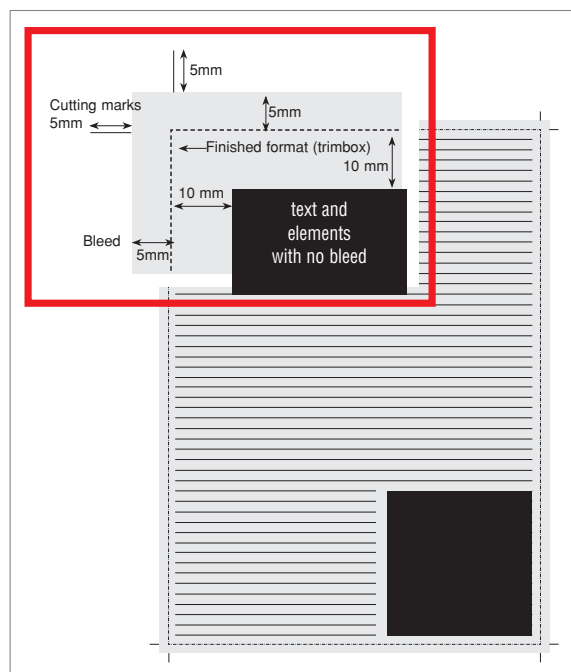
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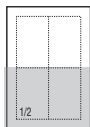
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1/2 page vertical no bleed

**Format:**  
**W 70 mm x H 245 mm**



1/2 page horizontal bleed

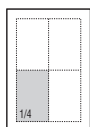
**Finished format (trimbox) :**  
**W 175 mm x H 132 mm**

**Finished format + 5 mm bleed:**  
W 185 mm x H 142 mm

**Finished format + 5 mm bleed + 5 mm cutting marks:**  
W 195 mm x H 152 mm

The bleed must not contain any registration marks, colour strips and the like.

The texts, photos, logos and agency references must remain at least 10 mm from the bleed.



1/4 page squared no bleed

**Format:**  
**W 70 mm x H 122 mm**

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