

# Material guidelines

## Printing material requirements for magazine publications

Talouselämä, Fakta, Arvopaperi, Metallitekniikka, Energia, MikroPC and CIO.

Illustrations and photos in high-resolution CMYK graphics (300 dpi) in EPS, JPEG or TIFF-format.

### Typefaces

Adobe typefaces. True Type typefaces not permitted. Please convert text into paths if possible.

### Materials as print-ready PDF files

Please do not use the following elements: RGB or Index colours, ICC profiles or OPI links.

E.g. PDF/X-1a:2001 format, include cutting margin (3 mm) and trim marks. If you do not wish to adjust the CMYK values, select "No Color Conversion" from the Output menu.

### Reproduction

Talouselämä, Tekniikka&Talous, Fakta, M&M, Tietoviikko, MikroPC, Uratie, Talouselämän Uratie and CIO.

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### Reproduction

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## Printing material requirements for tabloids

Tekniikka&Talous, M&M, Tietoviikko, Mediuutiset and Uratie.

Illustrations and photos in high-resolution CMYK graphics (300 dpi) in EPS, JPEG or TIFF-format.

Typefaces, Adobe typefaces. True Type typefaces not permitted.

Please convert text into paths if possible. Avoid font size 12 and smaller.

Materials as print-ready PDF files.

Please do not use the following elements: RGB or Index colours, ICC profiles or OPI links.

E.g. in PDF/X-1a:2001 format. If you do not wish to adjust the CMYK values, select "No Color Conversion" from the Output menu.

Please note: M&M and Mediuutiset/Feature supplements: Cutting margin 5 mm and trim marks. Recommended inner margin 10 mm.

### Color separation recommendations

Please note UCR – Undercolour removal. Total area coverage 240%. Dot gain medium shades 22%.

### Grey balance:

Cyan	Magenta	Yellow
20 %	14 %	14 %
30 %	22 %	22 %
40 %	30 %	30 %
50 %	40 %	40 %

Target density (+0,1):

Cyan	Magenta	Yellow	Black
0,85	0,85	0,85	1,10

We recommend 75% achromatic (GCR) separation.

Maximum black 85%, starting from the light tones (black starts when cyan is 5%).

**We reserve the right to optimise advertisement colours for the printing process.**

### Recommendations

Use of 4-colour black or small negative text or other small elements is not recommended to avoid offset possibly caused by the printing method.