tworzywa

Media-Kit 2027

Technical Specifications for Print Advertisements

Formats and dimensions:

- **1/1 page (full page):** 210 × 297 mm + 3 mm bleed on each side
- **Island:** 142 × 205 mm (no bleed)
- **Flap:** 105 × 297 mm + 5 mm bleed at the top, bottom and right side
- **1/2 page portrait:** 94 × 255 mm (no bleed)
- **1/2 page landscape:** 192 × 124 mm (no bleed)
- **1/4 page:** 94 × 124 mm (no bleed)
- **Exhibitor listing on the fair** plan: 94 × 60 mm (no bleed)

Files:

- format: **PDF for high-quality** print, or TIFF / **JPG at 300 dpi**
- resolution: **300 dpi**
- colour: CMYK **(ISO Coated v2 / FOGRA39)**
- all fonts converted to outlines
- text elements and logo at least 5 mm from the trimmed page edge

Additional requirements:

- do not place important elements such as logos and text closer than **10 mm to the** spine,
- files should follow this naming convention: *company_name_issue_number_format.pdf*

Supply of materials:

- e-mail: **redakcja@tworzywa.media**
- submission deadline: according to the publishing calendar
- materials larger than 20 MB: via WeTransfer or a cloud link