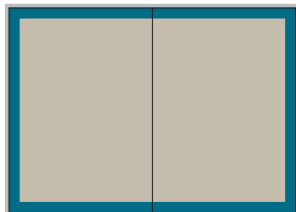
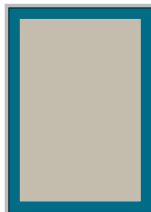


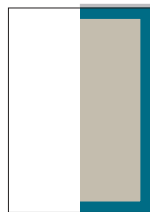
## Formats



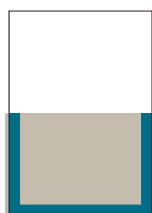
**2/1**  
 A: 420 x 297 mm  
 S: 390 x 231 mm



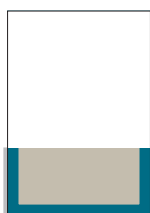
**1/1**  
 A: 210 x 297 mm  
 S: 184 x 231 mm



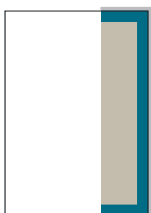
**1/2 panel format**  
 A: 105 x 297 mm  
 S: 92 x 231 mm



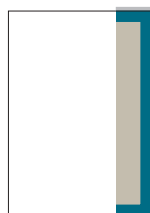
**1/2 landscape format**  
 A: 210 x 148 mm  
 S: 184 x 115 mm



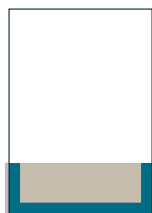
**1/3 landscape format**  
 A: 210 x 99 mm  
 S: 184 x 77 mm



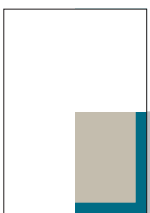
**1/3 panel format**  
 A: 70 x 297 mm  
 S: 61 x 231 mm



**1/4 panel format**  
 A: 52 x 297 mm  
 S: 46 x 231 mm



**1/4 landscape format**  
 A: 210 x 74 mm  
 S: 184 x 58 mm



**1/4**  
 A: 105 x 148 mm  
 S: 92 x 115 mm

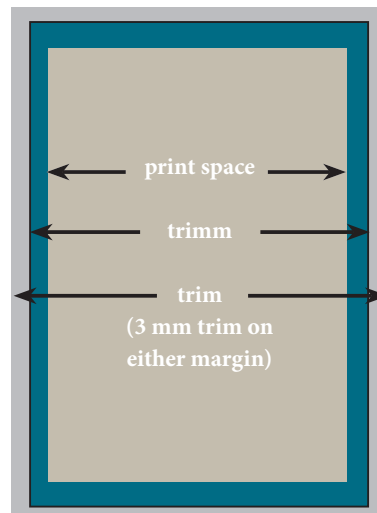


**1/6**  
 A: 105 x 99 mm  
 S: 92 x 77 mm



**1/8**  
 A: 105 x 74 mm  
 S: 92 x 58 mm

All sizes in mm (width & height)



### Definitions:

A = Bleed-off page

S = Type area

Please add 3 mm trimming to margin with bleed advertisements (marked gray in the graphic) in the editorial section of the magazine. For cover positions, please add 10 mm to margin.

Example: 1/1 pages 210 x 297 mm  
 + 3 mm bleed  
 = 216 x 303 mm

## The Closing Dates

Issue	Publication Date	Advertising Deadline	Material Deadline
Issue 1.2006 April/May	03/31/06	03/02/06	03/17/06
Issue 2.2006 June/July	05/31/06	05/03/06	05/11/06
Issue 3.2006 August/Septemer	07/31/06	07/04/06	07/12/06
Issue 4.2006 October/November	09/29/06	09/04/06	09/12/06
Issue 5.2006 December/January	11/30/06	11/03/06	11/13/06
Issue 1.2007 February/March	01/31/07	01/04/07	01/12/07

## Technical Data

### Data

Magazine format	210 x 297 mm (width x height)
Bleed information	3 mm trim to margin for film and digital advertising
Type area	184 x 231 mm (width x height)
Printing process	offset
Colours	Euroscale (Special colours cannot be printed seperately.)
Screen	60 dpi
Film	only on consultation

Adverts should be accompanied by a copy of the advertisement and the file name, please fax this to us at: +49 69 63008989. For colour advertisements please deliver a colour correct copy of the advertisement.

For technical advice please call:  
 Jens Mainz at +49 69 63008940

### Digital Data Transfer

Data carrier	CD-ROM, 3,5" ZIP (100 MB)
Data remote transfer	ISDN: (Leonardo) +49 69 63008961  Internet: Web-Upload: <a href="http://www.msdnmag.de/upload/">www.msdnmag.de/upload/</a> Email: <a href="mailto:prepress@msdnmag.de">prepress@msdnmag.de</a>
Data formats	PDF (optimised for printing):  Mac InDesign (InDesign-data + Fonts + Pictures) QuarkXpress (Quark-data + Fonts + Pictures) Photoshop (TIFF or EPS with 300 dpi resolution) Freehand (EPS; fonts and pictures have to be embedded into paths)  PC-Data: Only on consultation

### Shipping Instructions

Protect materials against bending and tearing, and place return address on the outside and inside of the parcel. Please include a copy of the insertion order and include publication title, issue date, agency/vendor/advertiser name, production contact and phone number, and file name/number and list of contents. Please send PDF/X-1a, along with SWOP Proof, on CD or ZIP.

### Ship Materials to:

Software & Support Verlag  
 Attn: Jens Mainz  
 Geleitsstrasse 14  
 D-60599 Frankfurt am Main  
 Germany