

# THE PERFECT MAGAZINE

## Guidelines for print field and packing

To ensure an efficient and trouble-free sorting and a correct distribution, the following specifications and guidelines must be complied.

### Packing

- The magazine must be closed and comply with the following dimensions and weight:  
Height: 148 – 353 mm  
Width: 85 – 353 mm  
Thickness: 0,5 – 20 mm  
Weight: 2 – 1.000 g.

### Paper quality

- Front and back cover of the magazine should be of uncoated/offset or matte/coated paper qualities in 100 g./m<sup>2</sup> or above.
- If the pages with content is below 100 g., the front and back of the magazine must be paper of a higher weight.
- A special test run must be made for magazines with other properties before we can make a booking.

NB: If the magazine is covered in film, the guidelines for paper quality above is not relevant.

### Plastic film / poly wrap

- The plastic film / poly wrap must be durable for a least 3 run-throughs on the machine. We recommend following types of plastic film: Polyethylen PE (LDMD-HD) 20-30 my, Cast Polypropylen CPP 20-30 my, Oriented Polypropylen OPP 20-30 my and Borstar PE.
- The joinings/seals must not be able to tear and must be made without perforations.
- The film / poly wrap must be latched on securely to the magazine. There must be a maximum of 20 mm excess film in length and 2 mm in width.
- The plastic film / poly wrap must not generate static electricity in order to avoid them from sticking together.
- The magazine's design must comply with the specified guidelines for print field and PPI. E.g.: Please see the illustration on page 2.

#### NB: GIMMICKS

If your product needs inserts or gimmicks please make arrangements by the contact email below.

*Bladkompagniet cannot guarantee a distribution if your mailing does not apply to the above given measurements and guidelines.*

If you have any questions, please contact us at  
+45 44 51 72 40 or [booking@dao.as](mailto:booking@dao.as)

**dao**

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## Guidelines for print field and packing

To ensure an efficient and trouble-free sorting and a correct distribution, the following specifications and guidelines must be complied.

### The address

- Make sure to use standard fonts such as Verdana, Univers, Tahoma, Times, Arial or other similar OCR-readable fonts. Point size must be 10/13 or greater.
- To avoid letters and lines from floating together please keep sufficiently space in between. Please see illustration 1.
- The readability of the entire addressing field should be as high as possible. The address must be printed as black text on white background.
- The information in the address must be placed in the same order as shown in illustration 1.
- "/" is not allowed in the address and street name, house number and floor etc. must be on the same line. Please see illustration 2.
- The land code, 'DK', should not be included in the postal / zip code.
- The placement of the address should be the same on all copies.
- If it is not possible to type the Danish special characters "æ", "ø" or "å", they must be replaced by following letters:  
 Æ= Ae æ = ae Ø= Oe ø=oe Å= Aa å=aa

Figure 1



Name Lastname  
Street name 12, 3. th  
1234 City

1st line = Name Lastname  
2nd line = Street name and number, floor, side, etc.  
3rd line = Zip code and City



Navn Navnesen  
Sjælør Boulevard 12, 3. th  
1234 City

Too little space.  
Letters are flowing together.



Navn Navnesen  
Sjælør Boulevard 12, 3. th  
1234 City

Too little space between the lines.

Figure 2



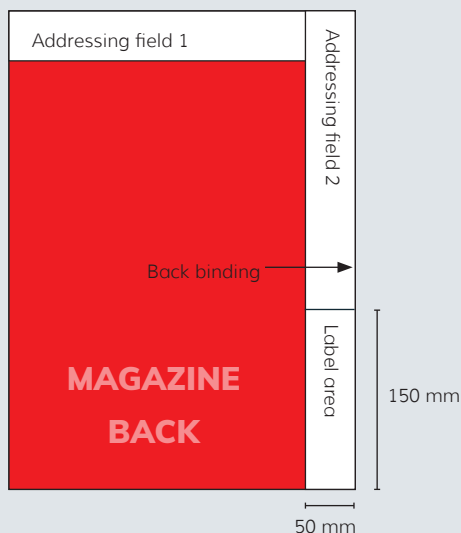
Navn Navnesen  
Sjælør Boulevard 12/3/th  
1234 City

Avoid '/' in the address



Navn Navnesen  
Sjælør Boulevard  
12, 3. th  
1234 City

Street name, house number, floor etc.  
must be on the same line



## Guidelines for print field and PPI on a magazine

- The area marked in red on the illustration on the left, are for your free disposal for image, text and graphics.

### Following must apply:

- The addressing field must be kept white with black text. The address must be placed in either "Addressing field 1" or "Addressing field 2".
- The label area, 150x50 mm, is reserved for dao's direction code. The area must be white and free of any text and print.

If you have any questions, please contact us at  
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**dao**