



EGMONT

MATERIAL SPECIFICATIONS
PRINT

General Specifications

All advertorials and advertisements which can be mistaken for editorial content must be clearly labelled with the word **"ANNONCE"**. In this context, the term "clearly" means using capital letters and bold text of a sufficiently large font size.

On right-hand pages, the labelling must be located at the top right-hand corner, and on left-hand pages the labelling must be placed at the top left-hand corner of the advertisement.

Double pages must be marked with the word ANNOUNCE on both the right-hand and the left-hand page.

Story House Egmont A/S reserves the right to add the word ANNOUNCE to advertisements that can be mistaken for editorial content. If the ANNOUNCE labelling is not clear on an advertisement, Story House Egmont A/S reserves the right to change the font.

AI-Generated or AI-Manipulated Content

Any advertisement containing AI-generated or materially AI-manipulated images, video, or audio that could reasonably be perceived as real must be clearly labelled at the point of first exposure. The label must be displayed in close proximity to the relevant content, for example *"AI-generated"* or *"AI-manipulated"*. Advertisers are solely responsible for ensuring compliance with all applicable laws and regulations regarding AI-generated content.

AI-Generated Text

Story House Egmont does not accept advertising materials containing fully AI-generated text. All advertising copy must be subject to meaningful human authorship, review, and editorial control prior to submission.

Correct marking of "ANNONCE"



Submission of advertisements

Advertisers are solely responsible for ensuring that all submitted materials comply with applicable laws, regulations, and industry standards.

Advertisements that are to be printed in Egmont's magazines must be submitted in PDF format and delivered to us through our advert portal, Simple AD: <http://simplead.egmont.dk>

Key requirements for ads:

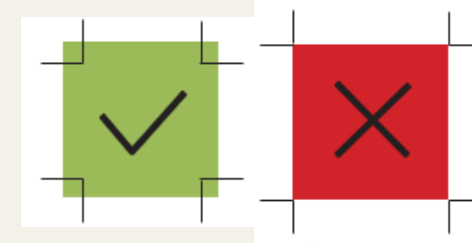
- The advert must be made in PDF version 1.4.
- Image resolution must be at least 300 dpi in print size.
- If the advert contains spot colours or Pantone, they will be automatically converted to CMYK.
- Black text smaller than 24 pt font must be pure black.
- If the advert contains a QR code, this must be made in pure black.
- Layers in the PDF document are not permitted.
- All types must be included.
- Conversion from RGB to CMYK must be done using ISOcoated_v2_300_eci.icc.
- The advert must be delivered with crop marks and 5 mm bleed.
- Text and other essential elements must be placed at least 10 mm inside the final trim size.

Especially for spread ads in perfect bound magazines:

If an image or text in the ad, is placed over the center, it should be taken into account, that the image is displaced approx. 2.5 mm (and 5 mm if the advertisement is to be placed on page 2-3) on each side of the back.

NOTE! All text in ads for RUM International publications must be English.

Crop marks and 5 mm bleed



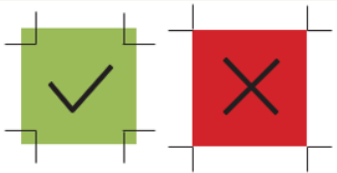
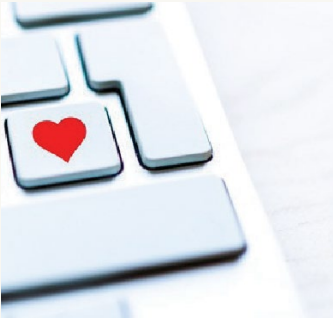
All advertisements must be supplied with **crop marks and a 5 mm bleed**

Distance from the page edge



Text and other essential elements must be placed at least 10 mm inside the final trim size.

A good print-ready ad

Crop marks & bleed	Distance from the page edge	AD marking	Pictures	QR codes	Upload
					
All advertisements must be supplied with crop marks and a 5 mm bleed. This means that images and background elements must extend 5 mm beyond the final trim size of the ad. Crop marks are added in InDesign when exporting the file to PDF. Crop marks must not be added manually by drawing lines in your design application.	Text and other essential elements must be placed at least 10 mm inside the final trim size. For double-page spreads in perfect-bound magazines where images or text cross the spine/gutter, the magazine's binding must be taken into account. Adjust the image or text by approximately 2.5 mm on each side of the spine – and 5 mm if the advertisement is placed on pages 2–3.	Advertisements that could be mistaken for editorial content must be clearly labelled with the word ANNONCE *The label must be placed in the top right or top left corner – on double-page spreads, in both outer corners. Do not use very small font sizes or italics, and always choose either black or white text depending on the background colour.	All ad images must be at least 300 DPI to ensure optimal print quality.	QR codes must be 100% solid black (100% K). Black text smaller than 24 pt must be 100% solid black	Upload the finished PDF file to SimpleAd (scroll all the way to the bottom to approve and complete the upload). Upload here: https://simplead.egmont.com/a/portal/# You will receive a confirmation email once your advertisement has been successfully received

Formats

Title	Full page/ Back cover	Double page	Half page horizontal	Half page vertical
ALT for damerne	208 x 278 mm.	416 x 278 mm.	208 x 139 mm.	102 x 278 mm.
Anders And	170 x 260 mm.	340 x 260 mm.	-	-
Basserne	170 x 260 mm.	340 x 260 mm.	-	-
BoligLiv	208 x 278 mm.	416 x 278 mm.	208 x 139 mm.	102 x 278 mm.
Euroman	225 x 298 mm.	450 x 298 mm.	225 x 149 mm.	107 x 298 mm.
Eurowoman	225 x 298 mm.	450 x 298 mm.	225 x 149 mm.	107 x 298 mm.
Fit Living	208 x 278 mm.	416 x 278 mm.	208 x 139 mm.	102 x 278 mm.
gastro	225 x 298 mm.	450 x 298 mm.	225 x 149 mm.	107 x 298 mm.
Goal	225 x 298 mm.	450 x 298 mm.	-	-
Hendes Verden	208 x 278 mm.	416 x 278 mm.	208 x 139 mm.	102 x 278 mm.
Her & Nu	208 x 278 mm.	416 x 278 mm.	208 x 139 mm.	102 x 278 mm.
Hjemmet	208 x 278 mm.	416 x 278 mm.	208 x 139 mm.	102 x 278 mm.
Hjemmets bedste MAD	208 x 278 mm.	416 x 278 mm.	208 x 139 mm.	102 x 278 mm.
Olivia	208 x 278 mm.	416 x 278 mm.	-	-
RUM	225 x 298 mm.	450 x 298 mm.	225 x 149 mm.	107 x 298 mm.
Sally's	208 x 278 mm.	416 x 278 mm.	208 x 139 mm.	102 x 278 mm.
Vores Børn	208 x 278 mm.	416 x 278 mm.	208 x 139 mm.	102 x 278 mm.
Wendy	208 x 278 mm.	416 x 278 mm.	-	-
Euroman Avis	260x340 mm.	520x340 mm.	-	-

How to upload in SimpleAD

Go to the site: <http://simplead.egmont.dk>

Vælg venligst hvilken type annonce du vil uploade:

PRINT

Upload PDF annonce til tryk

i

FLIPP

Upload FLIPP knap

i

1 Upload annonce

TRÆK DIN PDF ANNONCE HERTIL
...eller klik her for at vælge filer

INFO

Annoncer

Annoncens navn

Kontakt

Email

Telefon *45

☐ Husk mig

VÆLG

Magasin type Magasin Format

Vælg magasin type og magasin for at vælge annonceformat fra dropdown listerne

Start by selecting **PRINT**
Follow the 3 steps to upload your ad

1

Drag and drop the finished PDF file.

Fill in the ad name and contact details.

SELECT

Magazine type

Choose between *Magazine* (weeklies and lifestyle magazines) or *Kids* (children's magazines/comics).

Magazine

Select the publication title, e.g. *ALT for damerne*.

Format

Select *Full page (1/1)*, *Half page*, or another ad format.

2 Annonce kvalitetskontrol

Annoncen opfylder kvalitetskravet og du er nu klar til at udgive i næste trin. ✓

Din annonce skulle tilpasses for at opfylde annonce standarden. ⚠

Rettelser blev automatisk tilføjet. Download den optimerede annonce for at kontrollere om den ser ud som forventet.

I rapporten kan du se hvilke rettelser der automatisk blev udført.

Download PDF rapport ?

Download PDF versioner

Original annonce Optimeret annonce

Vælg "Godkend fil" for at fortsætte eller "Upload ny fil" hvis du ønsker at optimere filen selv.

Fortryd Upload ny fil Godkend fil

Din annoncefil indeholder fejl vi desværre ikke kan rette. ✗

Du bedes venligst starte med at downloade fejlrapporten som beskriver de fejl der er fundet i din annoncepdf. Efter du har læst rapporten bør du venligst korrigere din annonce og derefter upload den nye korrigerede annoncepdf.

Download PDF rapport ?

Advarsel

⚠

This ad has been adjusted to ensure a better quality. We recommend that you open the report to see what triggered the warning. The report will show what has been adjusted and if there are any changes which do not have the recommended variations. Please also download the "I need advice" to ensure that you can accept conditions.

We noticed that you did not download the "I need advice" before approval. Please click "Close" to do so or "Proceed" if you need to approve the use of the corrected file.

Close Proceed

2

SimpleAd checks the advertisement and displays one of the following three messages:

The ad meets the quality requirements ✓

Everything is OK – you can proceed.

Your ad had to be adjusted to meet the ad standard ⚠

The ad is suitable for print, and you can choose to approve the file by clicking [Approve] and [Continue].

However, we recommend checking the optimized ad first.

Your ad file contains errors ✗

The ad cannot be printed. Download the report to see the error details – fix the issue and upload a new file

How to upload in SimpleAD

3 Vælg udgivelser og godkend NEDENFOR KAN DU VÆLGE EN ELLER FLERE UDGIVELSER I ET ELLER FLERE MAGASINER.

VÆLG UDGIVELSE
Vælg et eller flere magasiner og udgivelser. Kun de magasiner din annonces format passer til kan vælges.

ALT for damerne 17 - 24 apr. 2025 ✕

+ Tilføj udgivelse

3

Select which publication and on what date the ad should be published.

If the ad is running in multiple issues, you can add additional issues – you do not need to upload the ad more than once.

Upon completing all three steps, a receipt will be sent to your email from ordre@egmont.com