

# Cosmetic World

## MECHANICAL REQUIREMENTS

	WIDTH	LENGTH
Full Page, Non-Bleed	7"	10"
Full Page, Bleed Page	8 5/8"	11 1/8"
Trimming to	8 3/8"	10 7/8"
Safety: 1/2" from trim		
Two Page Spread, Non-Bleed	15 1/4"	10"
1 1/2" gutter, total		
Two Page Spread, Bleed	17"	11 1/8"
Trimming to	16 3/4"	10 7/8"
Safety: 1/2" from trim		
1/8" bleed all around outer edges (no bleed in gutter)		
Half Page, Horizontal Only	7"	5"
Other Size		
1/3 page	2 1/4"	10"

**BINDING:** Saddle stitch for issues over 16 pages

## PREFERRED FILE FORMATS

### MAC BASED

- PDF-High resolution setup for CTP
- PDF/X-1a—PDF/X-1a all fonts need to be embedded and all images need to be CMYK or spot colors.

- **Native Files** (For Back-up purpose only)

### **Quark Xpress, InDesign**

Collected for output with all fonts included. All fonts must be postscript fonts (Adobe, no TrueType fonts). All color must be CMYK, unless the file contains a 5th color, which should be clearly indicated with pantone color chip and spot color indicated on proof. All images should be in eps or tiff format. All files are to be submitted as the final version and in high resolution.

### **Adobe Illustrator**

File must be CMYK with all images imbedded and high resolution (300dpi). All type must be converted to outlines. The file must be saved as an eps.

### **Adobe Photoshop**

CMYK, 300 dpi minimum, Saved as an eps or tiff.

## FILES

Files can be supplied by the following:

CD ROM, DVD ROM/RAM, Via E-mail (FTP info for our printing facilities available upon request for large files)

## COLOR PROOFS

Kodak approval and Creo Spectrum guidance must meet SWOP standards and have a CMYK strip for quality control.

## MAILING INSTRUCTIONS

Materials should be sent to:

Cosmetic World, Advertising Production Dept.

16 East 40<sup>th</sup> Street, Suite 700, New York, NY 10016

## FURTHER QUESTIONS

Contact Debra Davis: Tel: 212-840-8800 x245  
Fax: 212-840-7246  
email: ddavis@beautyfashion.com

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A bi-weekly newsletter for marketing, sales, retailing and technical management of the cosmetic, fragrance and toiletry industry.

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[www.cosmeticworld.com](http://www.cosmeticworld.com)

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