

ADDENDUM NO. 1

TO CONTRACT FOR PLACEMENT OF ADVERTISING

TECHNICAL REQUIREMENTS OF ZAO CONDE NAST FOR ADVERTISING MATERIALS PUBLISHED IN THE EDITION “GLAMOUR”

All the materials (CD/DVD-ROM together with color proofs) should be submitted to Advertising Department of ZAO Conde Nast.

Address: ZAO Conde Nast, Bolshaya Dmitrovka ul., 11, bld. 7, Moscow, Russia, 125009

Telephone: +7 (495) 745-55-65; **Fax:** +7 (495) 745-86-25; **e-mail:** advert@glamour.ru

FTP-server: <http://fx.condenast.ru>, <ftp://ftp.condenast.ru> (request the user name/password from your account manager)

1. TECHNICAL SPECIFICATIONS OF THE EDITION

1.1. Magazine size

1.1.1. Trimmed size of the **main edition**: 168 × 223 mm.

1.1.2. **Sizes of supplements** may differ from that of the main edition. Please request the sizes if you want to place advertisement in special supplements to the main edition.

1.2. Printing processes

1.2.1. **Regular pages of the magazine**: web printing according to ISO 12647-4:2005 standard.

1.2.2. **Covers, insets, insertions**: sheet fed offset printing according to ISO 12647-2:2004 standard.

1.3. Inks, color sequence, total ink limit

1.3.1. **Regular pages of the magazine**: CMYK; color sequence — black, cyan, magenta, yellow; total ink limit — 300%.

1.3.2. **Covers, bound inserts, loose inserts**: CMYK + by request additional inks according to Pantone; color sequence — Pantone, black, cyan, magenta, yellow (if necessary, the Pantone inks may be printed after CMYK); total ink limit — 320–340%.

1.3.3. Additional embossing, hot foil stamping, cutting, spot and overall varnishing, other methods of printing and post-printing processing are also available by request for insets and insertions.

1.4. Binding methods of the magazine

1.4.1. For the main edition of the magazine — perfect binding.

1.4.2. For special supplements to the main edition — either perfect binding or saddle stitch. Request particular details, if necessary.

2. SIZES OF ADVERTISING PUBLICATIONS

2.1. Advertisements with bleeds

2.1.1. 2/1 (spread) consists of **two pages 168 × 223 mm** (Please do not provide a spread in the form of a single page with double width)

2.1.2. 1/1 (single page) — **168 × 223 mm**

2.1.3. The abovementioned sizes are trimmed sizes. If you use bleed images, the size of bleeds should be at least **4 mm** on either side (for instance, the size of background bleed picture for a single page advertisement is **221 × 285 mm**).

2.1.4. Sizes of advertisements placed into bound insert, loose insert or supplement may differ from the abovementioned. Please specify the size when non-standard placing of your advertisement is required.

2.1.5. You can download the page layout diagram of the cover gatefold and typical inserts from our website:
www.condenast.ru/advert/glamour/techreq/

2.2. Classifieds

2.2.1. 1/2 in a vertical position — **69 × 196 mm**

2.2.2. 1/2 in a horizontal position — **142 × 96 mm**

2.2.3. 1/4 — **69 × 96 mm**

3. PROVISION OF ADVERTISEMENT MATERIALS (LAYOUT)

3.1. Color

3.1.1. All the materials submitted should be presented in the **CMYK** (ISO 12647-2) color model.

3.1.2. You can download ICC profiles for color separation from our website: www.condenast.ru/advert/glamour/techreq/

3.1.3. Files may use additional spot colors only for printing of advertisement on bound or loose inserts with additional inks. In this case, the number and names of spot colors (according to Pantone) should correspond with the inks listed in the specification for advertisement placement.

3.2. Layout files

3.2.1. Materials should be submitted in the form of single-page/spreads **QuarkXPress** or **InDesign** document, collected with all the images used (see Articles 3.3 and 3.4 of the present Addendum) and fonts (see Article 3.5 of the present Addendum).

3.2.2. Page size should conform strictly to **the trim size of the magazine** (see Article 1.1 of the present Addendum). **Spread layout** should contain **two pages** of the size corresponding with that of the magazine.

3.2.3. Layout **should not contain** crop marks, registration marks and other **ordering information**.

3.3. Raster images

3.3.1. Raster images should be presented as TIFF or Photoshop EPS (binary) file.

3.3.2. **For halftone images** (CMYK, grayscale) files should have a sufficient quantity of pixels to produce a 100% final size with the resolution of **120 dots per centimeter (304.8 dpi)**. The resolution of 100 to 180 dots per centimeter (254 to 457.2 dpi) is acceptable.

3.3.3. **For single-bit images** (bitmap) files should contain a sufficient quantity of pixels to produce a 100% final size with the resolution of **480 dots per centimeter (1219.2 dpi)**. The resolution of 240 to 1200 dots per centimeter (609.6 to 3048 dpi) is acceptable.

3.3.4. The files should not contain clipping paths, which is not used in the layout.

3.3.5. In the submitted file all layers should be merged into one.

3.3.6. Compression into JPEG format deteriorates the quality irreparably. To decrease the file size we recommend using LZW compression only.

3.3.7. We do not recommend presenting the whole layout in the form of a single halftone image as it makes the quality of text in the layout considerably worse.

3.4. Vector images

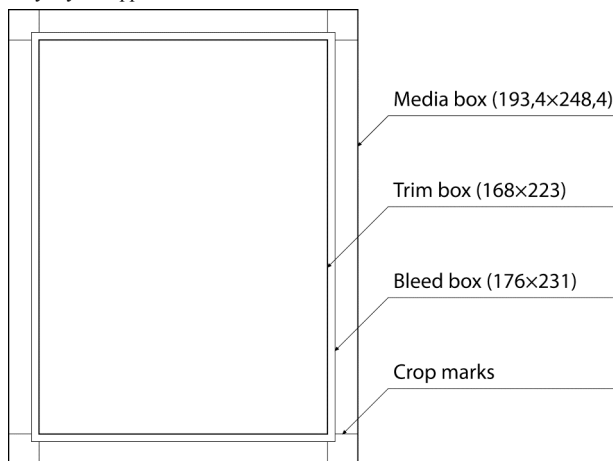
- 3.4.1. Vector graphics should be presented as an EPS file, with fonts converted into curves or collecting the fonts used (for details, see Article 3.5 of the present Addendum).
- 3.4.2. Check carefully the minimal font size and the line weight (see Article 4.2 of the present Addendum), especially in cases when an EPS file is resized when placed in the layout file.
- 3.4.3. While preparing a vector image in Adobe Illustrator with the use of transparency tools do not forget to control flattening settings.

3.5. Fonts

- 3.5.1. The layout should use fonts in PostScript Type 1 format for **MacOS** or OpenType.
- 3.5.2. It is necessary to collect **all** the font styles used in the layout.
- 3.5.3. While preparing the layout on a **PC**, fonts should be converted into **curves** (except when cross-platform OpenType fonts are used).
- 3.5.4. In your layout, avoid use of font effects and fake styles created by layout application.

3.6. Press-ready layouts in PDF format

- 3.6.1. We accept **fully press-ready** files in PDF format. It implies that files should fully comply with all technical requirements including requirements for contents (see Article 5 of the present Addendum). We **do not make corrections** to such files by customer request (e.g. correction of grammar mistakes, adding/changing address, telephone number etc).
- 3.6.2. We accept **composite PDF files**, version 1.3, complying with PDF/X-1a (ISO 15930-4:2003) standard.
- 3.6.3. In PDF format, we accept only layout for **full-page advertisements** (page, spread, several pages in sequence).
- 3.6.4. For **spread** advertisements, it is necessary to present either a single PDF file containing **two pages** (the first for the left part of the spread, and the second for the right part) or **two files**, one file containing the left part of the spread, and the second the right part; whether the page is left or right part should be indicated clearly in the file name.
- 3.6.5. The files must contain information about the **trim box**, corresponding with the size of the magazine (see Article 1.1 of the present Addendum).
- 3.6.6. Size of the pages (**media box**) in a PDF file must exceed the size of the magazine by **25.4 mm (12.7 mm on either side)**.
- 3.6.7. The files should contain **crop marks** that must not be located in area of the bleed box.
- 3.6.8. All raster images must have the required resolution (see Articles 3.3.2 and 3.3.3 of the present Addendum).
- 3.6.9. All fonts must be embedded into the file.
- 3.6.10. The files must not contain any transparent elements.
- 3.6.11. The files should not include JavaScript or Actions, layers, forms to be filled or embedded PostScript fragments. They must also not have any settings for encryption and access by password.
- 3.6.12. You can download settings for QuarkXPress, Adobe InDesign and Adobe Acrobat to generate a correct PDF from our website: www.condenast.ru/advert/glamour/techreq/
- 3.6.13. We do not recommend using direct output of PDF files from Adobe Photoshop and Illustrator.



3.7. Rasterized materials

- 3.7.1. We **do not accept** files in TIFF/IT P1, copy dot TIFF, CT/LW, and PDF formats created by PageComposer (MatchFlow Composer), PDF/IT and other **pre-ripped files**.

3.8. Preparing files for stamping, varnishing, cutting

- 3.8.1. For any additional post-printing processing, the set of submitted materials should contain **separate files** for every type of processing (stamping, varnishing, cutting, etc).
- 3.8.2. To mark the area for stamping or varnishing you must use **vector objects** only with 100% black filling or raster **single-bit files** (bitmap).
- 3.8.3. It is **inadmissible** to use raster **halftone images** CMYK or grayscale, even if they contain only area painted with 100% black.
- 3.8.4. You must use vector lines only to mark the cut line or perforation line. The line weight does not matter, but for a normal preview displaying or printout we recommend using lines of 0.5 pt (≈ 0.15 mm).
- 3.8.5. It is required that you provide a black-and-white printout in scale of 100% along with the file for every type of post-print processing.

3.9. Contract color proofs

- 3.9.1. Color proofs must be produced from the **provided final files** in the scale of 100%.
- 3.9.2. We only accept **digital color proofs** produced in compliance with ISO 12647-1:2004 and ISO 12647-2:2004 requirements. We recommend using only working processes certified by FOGRA (e.g. DuPont Digital Cromalin or EPSON-GMG).
- 3.9.3. The color proofs should have the corresponding marking and quality control scales. The recommended control scale is Ugra/FOGRA Media Wedge CMYK.
- 3.9.4. If a color proof is not available, it is necessary to provide us with color printout in the scale of 100%.
- 3.9.5. If a color proof is not provided or a color proof is incompatible with the abovementioned standards, the color of print may differ from what is expected.

4. DESIGN RECOMMENDATIONS

If the following recommendations are not observed, the Advertiser (Customer) shall be held responsible for possible printing mistakes.

4.1. Arrangement of design elements on the page

- 4.1.1. **Cut edges.** There is a ± 3 mm tolerance space for trimming of magazine block therefore you should not arrange important elements (text, logo etc) closer than **5 mm** from the page edge.
- 4.1.2. **Elements arranged near spine.** Due to technological peculiarities of the perfect binding which may influence openability of the magazine block) you should not arrange readable elements closer than **5 mm** from the spine, and **important** readable elements (address block, logo, etc.) closer than **12 mm** from the spine.

- 4.1.3. **Spread elements.** It is necessary to take into consideration that lines, stripes and graphics objects crossing the spine may be displaced a little in the process of folding and binding (up to 3 mm in any direction).
- 4.1.4. **The text crossing the spread** should be arranged at a distance of at least **5 mm** from the spine.
- 4.1.5. **For background images printed in the spread** we recommend making the so-called turn-in, which is displacing the left and the right parts of the picture by **5 mm** to either side.

4.2. Minimal size of design elements

- 4.2.1. Minimal readable size of black text — ≈5 pt.
- 4.2.2. Minimal readable size of color and white text — ≈10 pt.
- 4.2.3. Minimal black line weight — 0.25 pt (≈0.1 mm).
- 4.2.4. Minimal color and white line weight — 1 pt (≈0.35 mm).
- 4.2.5. Minimal line weight for foil stamping — ≈1.5 pt (≈0.5 mm).
- 4.2.6. Minimal line weight for varnishing — ≈1.5 pt (≈0.5 mm).
- 4.2.7. Minimal line weight for embossing depends largely on paper thickness but should be at least 1.5 pt (≈0.5 mm).

4.3. Black objects

- 4.3.1. Text and thin black objects should always be printed in a simple black (CMYK — 0/0/0/100) with an overprint attribute.
- 4.3.2. For large solid black objects you should use a rich black color. The recommended composition of CMYK is 60/45/45/100. Keep in mind that white and color text, as well as thin objects on the rich black background require trapping (see Article 4.4.1 of the present Addendum).

4.4. Trapping

- 4.4.1. The printing house applies only minimal trapping, so you should apply more trapping methods if necessary. The recommended trapping zone is 0.4 pt (0.14 mm).
- 4.4.2. The following algorithm of overprint control is applied: for white color objects overprint is ignored; for simple black color objects with 0/0/0/100 (CMYK) overprint is forced; for any other color the overprint attribute should not be changed.
- 4.4.3. This algorithm does not work for objects within a raster-format file (e.g. black text in a TIFF file merged with the background).
- 4.4.4. When it is necessary to use simple black color without overprint, you should use color 1/1/1/100 (CMYK).
- 4.4.5. Despite the automatic overprint control, you should control its usage very carefully. For instance, while preparing a color proof without automatic overprint control white elements with overprint set will not be seen in the color proof, but they will appear in the magazine after forced ignoring of overprint for white objects set in the printing house.

4.5. Recommendations for preparing layout for stamping, varnishing or cutting

- 4.5.1. In the varnishing process, there exists a 0.5 mm allowance for misregistration. Therefore you may have to increase the varnishing area by 0.5 mm if it is necessary to ensure guaranteed varnishing of a certain object in the layout.
- 4.5.2. In case of the foil stamping usage, there should be no elements repeating the foil area in the layout for printing.
- 4.5.3. Do not fail to verify the correct arrangement of design elements in the file for printing and design elements in files for post-print processing (stamping, varnishing, cutting, etc).

5. REQUIREMENTS CONCERNING CONTENT OF ADVERTISING MATERIALS

5.1. Editor's requirements

- 5.1.1. We recommend that you should avoid text advertising materials confusingly similar to editorial materials of the magazine in your preparation of advertisements. It implies that they must not use the type specific to the magazine, names of the magazine columns, or layout similar to that of the magazine. In the top right corner of text advertising pages there should be a large horizontal (in 10 pt type at least) phrase “на правах рекламы” (phrase “published as advertisement” in Russian).

5.2. Requirements of the Russian legislation

- 5.2.1. The advertising material provided must comply with the requirements of the Russian legislation, in particular the laws “On Advertising,” “On the official language of the Russian Federation” and the Civil Code. The Advertiser (Customer) is obligated to fulfill the requirements of the abovementioned legislation, including the following provisions:

5.3. The “advertisement” note

- 5.3.1. According to Article 16 of the law “On Advertising,” publishing of the advertising text should be accompanied by “реклама” or “на правах рекламы” note (“advertisement” or “published as advertisement” note in Russian).
- 5.3.2. The note should be placed in the “safe zone” of the page (see Article 4.1.1 of the present Addendum) and be readable (see Articles 4.2.1 and 4.2.2 of the present Addendum).
- 5.3.3. You can download the file with the “реклама” note (text converted into vectors, saved in EPS format) from our website: www.condenast.ru/advert/glamour/techreq/
- 5.3.4. If the abovementioned note has not been included into the layout of the page, the Contractor has the right to insert such note without prior agreement of the Advertiser (Customer) concerning its design and location.

5.4. Advertising alcoholic beverages and tobacco

- 5.4.1. According to Paragraph 3, Article 21 and Paragraph 3, Article 22 of the law “On Advertising,” the advertising of alcoholic beverages, beer and related products must in every case be accompanied by a warning stating they are harmful if consumed in excess (in Russian), with at least **ten percent of advertisement space** allocated for such a warning.
- 5.4.2. According to Paragraph 3, Article 23 of the law “On Advertising,” the advertising of tobacco, smoking products and smoking accessories must be accompanied by a warning of the harmful consequences of smoking (in Russian) in every case, with at least **ten percent of advertisement space** allocated for such a warning.
- 5.4.3. Please take into consideration that warnings provided for in Articles 5.4.1, 5.4.2 and 5.5.1 of the present Addendum must comply with the established size in terms of the space occupied by the text block. Thus it is prohibited to design warnings in such a manner that the area (space) allocated for the warning complies with the established size, while the text block of the warning is smaller than the required size.
- 5.4.4. You can download the file with the mentioned requirements (text converted into vectors, saved in EPS format) from our website: www.condenast.ru/advert/glamour/techreq/

5.5. Advertising of medicaments, medical equipment, other medical items and health services

- 5.5.1. According to Paragraph 7, Article 24 of the law “On Advertising,” advertising of medicaments and health services including methods of treatment and medical equipment must be accompanied by warning of side effects in their use and application, and the recommendation to read the instructions carefully or consult a doctor before using the medicine (in Russian). Such warning should have allocated at least **five percent of the advertisement space**.

5.6. Provisions of the law “On the official language of the Russian Federation”

- 5.6.1. According to Article 3 of the law “On the official language of the Russian Federation,” advertising falls within the sphere of the compulsory usage of the official language of the Russian Federation. Therefore, should any foreign language be used in the advertising along with the official language of the Russian Federation, the texts in both Russian and foreign languages **must be identical in content and technical design** and readable. This provision does not cover the use of company or trade names, trademarks and service designations.

5.7. Provision of information on commodities

- 5.7.1. While placing advertisement of commodities (services, work), which is subject to licensing, obligatory certification or state registration, the Advertiser (Customer) shall in advance provide the Contractor with documentary evidence to prove availability of the corresponding license, certificate of compliance or state registration.

6. GUARANTEES AND LIABILITY

- 6.1.1. The Advertiser (Customer) guarantees that the advertisement is not unconscientious or unreliable, and that it fully complies with the requirements of the legislation of the Russian Federation, including the requirements of the legislation on the use of the official language of the Russian Federation, and that the goods (services, work) advertised do not fall into the category of goods the advertising of which is prohibited, and that it fully complies with the requirements established by Federal law No. 38 – FZ dated on March 13, 2006 “On Advertising.”
- 6.1.2. The Advertiser (Customer) is independently liable for compliance of advertising materials (layout page of the Advertisement) with requirements of the Russian legislation concerning advertising.
- 6.1.3. Should the Contractor receive a written notice/decision (with a copy of the decision attached) of proceedings initiated by the Federal Antimonopoly Service of Russia for violation of the Russian Federation laws concerning the advertisement, published under a contract concluded with the Advertiser (Customer), the Advertiser (Customer) must submit all the documents required by the Contractor within 5 calendar days of receipt of the Contractor’s request.
- 6.1.4. Should the Contractor be brought to account due to the fact that the inserted advertisement defies in any way the requirements of the Russian Federation laws concerning advertising, the Advertiser (Customer) must make full-scale compensation to the Contractor for all fines, losses and expenses suffered and duly documented, including expenditures for legal representation in court, on condition that the Advertiser (Customer) provided the Contractor with the layout page, which does not comply with the requirements of the present Addendum and the legislation of the Russian Federation.
- 6.1.5. This compensation must be paid within 10 (ten) working days after the receipt of the Contractor’s bill and copies of documents confirming the losses (expenses) suffered (for instance, decisions to apply measures of administrative responsibility and/or sanctions), by the Advertiser (Customer).