

## ESTETICA ASIA circulation 7,000 copies

Your advertising plan with Estetica Asia gives you access to other editions in the Estetica network at the preferential rates listed in the table below. Advertising pages - translated and adapted for the selected editions - will appear at the same time as your ad pages in Estetica Asia.

ESTETICA NETWORK	CIRCULATION	DISCOUNTED RATE €	FULL RATE €	CIRCULATION COUNTRIES	NUMBER OF ISSUES
ASIA	7,000	1,700.00	(1,700.00)	HONG KONG, JAPAN, MALAYSIA, PHILIPPINES, SINGAPORE, TAIWAN, THAILAND, VIETNAM	4
Australia & New Zealand	5.000	1.000,00	(1.500,00)	Australia, New Zealand	4
China	38.000	1.500,00	(4.200,00)	China	6
Czech & Slovak	6.000	1.500,00	(2.200,00)	Czech Republic, Slovakia	5
Deutsche Ausgabe	13.500	2.200,00	(3.300,00)	Germany, Austria, German Switzerland	7
España	13.000	1.900,00	(2.500,00)	Spain	7
France	13.000	2.100,00	(3.000,00)	France, Belgium, French Switzerland	7
Hellas	7.000	1.500,00	(2.200,00)	Greece, Cyprus	6
Indonesia	40.000	1.500,00	(2.000,00)	Indonesia	6
Italia	23.500	2.600,00	(4.200,00)	Italy, Canton of Ticino	7
Korea	15.000	1.500,00	(2.500,00)	Korea	12
Latina	3.000	1.100,00	(1.700,00)	South America, Central America, USA	4
Mexico	5.000	1.100,00	(1.700,00)	Mexico	4
Middle East	5.000	1.800,00	(3.500,00)	Saudi Arabia, Kuwait, Bahrain, Qatar, UAE, Oman, Lebanon	2
NL	4.500	2.000,00	(2.500,00)	The Netherlands, Dutch Belgium	5
Polska	5.000	1.500,00	(1.950,00)	Poland	4
Romania	3.000	1.500,00	(2.000,00)	Romania, Republic of Moldova	4
Russia	35.000	2.500,00	(5.000,00)	Russia	4
Turkey	5.000	1.500,00	(2.200,00)	Turkey	6
UK	15.000	1.600,00	(3.000,00)	Great Britain, Ireland	5
USA	30.000	1.600,00	(2.800,00)	USA, Canada	5
World	5.000	1.100,00	(1.700,00)	North Africa, Scandinavian Countries, Eastern Europe, West Balkan	4
<b>Global Circulation</b>	<b>296,500 + iPad downloads</b>				

ESTETICA ASIA	PRICE IN €
Single page	1,700.00
Front Cover	4,400.00
Front Cover Barn Door	5,900.00
Inside Front Cover	2,700.00
Inside Back Cover	1,900.00
Back Cover	3,800.00
Back Cover Barn Door	5,000.00

CALENDAR 2016	ADV DEADLINE	ISSUE
Estetica Spring Issue	12/02	March
Estetica Summer Issue	25/05	June
Estetica Autumn Issue	22/07	September
Estetica Winter Issue	09/11	December

Deadline for order confirmations and advertorial material: 1 month prior to ADV DEADLINE

## TECHNICAL SPECIFICATIONS FOR FILES SUPPLIED BY CLIENTS

### PDF FILES (preferred):

- PDF files must be in high resolution (min. 300 DPI)
- On single page
- The crop marks on the four sides must start 5mm from the edge of the trim size
- Digital colour proof needed (standard ISOFOGRA 39)

### PAGINATED TEXTS WITH OR WITHOUT ILLUSTRATIONS:

The following information must be provided with the files:

- Name and version of the software used (eg.: Adobe InDesign)
- System used (eg.: Mac OS X)
- Fonts used (Screen and Printer or True Type)
- High resolution files for any illustration used (TIFF or EPS format)
- Specify if the job has been managed for outputting in separation or composite way

**VERY IMPORTANT NOTE:** the Digital colour proof (standard ISOFOGRA 39) must be supplied along with all electronic documents. If the colour proof supplied is not a digital standard FOGRA, we cannot guarantee that the colours of the final printed page will correspond exactly to the proof provided.

### ESTETICA ASIA

	Trim size mm	Trim size inches	Bleed size mm	Bleed size inches
<b>Single page</b>	216 x 288	8.51 x 11.34	226 x 298	8.90 x 11.74
<b>Double Page</b>	432 x 288	17.01 x 11.34	442 x 298	17.80 x 11.74
<b>Standard cover</b>				
Double II Cover -1st Page	212 + 212 x 288	8.35 + 8.35 x 11.34	222 + 222 x 298	8.74 + 8.74 x 11.74
<b>Cover with external barndoor</b>				
Double II Cover-1st Page	210 + 212 x 288	8.27 + 8.35 x 11.34	220 + 222 x 298	8.66 + 8.74 x 11.74
Double Page inside the external barndoor	214 + 210 x 288	8.43 + 8.27 x 11.34	224 + 220 x 298	8.82 + 8.66 x 11.74
<b>Cover with internal barndoor</b>				
Double Page inside the internal barndoor	200 + 210 x 288	7.87 + 8.27 x 11.34	210 + 220 x 298	8.27 + 8.66 x 11.74
Page outside the barndoor	200 x 288	7.87 x 11.34	210 x 298	8.27 x 11.74
1st Page	212 x 288	8.35 x 11.34	222 x 298	8.74 x 11.74

### CUSTOM PUBLISHING

Inserts, personal mailings, press releases and brochures are also available. Reprints of all articles are available upon request. Please contact your sales representative for more information.