



Advertisement specifications branded content article in Plus Magazine

Branded content articles are advertising pages that resemble the editorial pages of Plus Magazine in terms of form and content. They are informative in nature, with the advertiser clearly identified as the source.

Guidelines for branded content articles:

- The magazine's headline and/or masthead font may not be used: the typography must be visibly different. The fonts **Helvetica**, **Georgia** and **Avenir** may not be used.
- The layout may not be a direct copy of the magazine's basic layout or fixed section.
- The title of the magazine may not be used in the text. Always use a clear angle that is directly related to the product/service.
- The sender of the article must be clear.
- The word "ADVERTENTIE" must be placed above the article in 8-point capital letters.
- In principle, **no** placement requirements may be attached to the commissioning of branded content articles.

Prior to publication, the publisher and editor-in-chief of the magazine will assess the branded content article on the basis of these guidelines. The publisher will make the final decision. This applies to all branded content articles, regardless of who produced them.

Technical details

Trim size (excl. trim):	202 x 267 mm
Trim:	+5mm bleed all around + 5mm crop marks all around
Printing process:	rotary printing
Cover paper type:	60 grs Lhh satin mc
Inner paper type:	135 grs hv satin mc
Finishing:	stapled binding

Production

The branded content article will be formatted by Roularta Media. Prices include one round of corrections. Each additional round of corrections will cost €50 per hour. Please provide us with the following items

Total number of words:	max. 250
Images:	max. 3, with a minimum resolution of <u>300 dpi</u> .

Submission

You can submit your advertising material to our Traffic department before deadline. Please include in the subject line the name of the client, the campaign and the title. E: traffic@roularta.nl