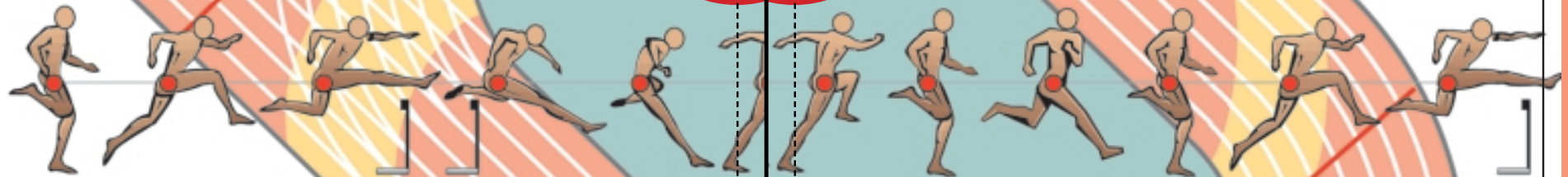


BACK MARG IN ALLOWANCE



5 mm trimming

5 mm safety margin for important picture and text elements

center of magazine/spine

back margin allowance for each page 5 mm

trimmed size of magazine

Back margin allowance for perfect-bound magazines

For double-page ads in perfect-bound magazines please note that a back margin allowance is needed in case there are any important text and picture elements over the center/spine of the page. The back margin allowance will compensate for the loss of image that is caused by glueing the cover around the magazine. Thus the readability and the transition of the images of the produced magazine is largely guaranteed.