Bertelsmann Marketing Services

Date 08.2024

Guidelines on delivering offset printing data

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In order to ensure a reliable, seamless production process, we should like to inform you about a number of essential, mandatory offset printing CTP production requirements on the following pages. They apply in addition to the relevant delivery and payment terms of each printing company.

You can obtain the current version of these guidelines from the Service section of our website.

You will also find pre-configurations for the export of PDF files from Adobe InDesign here, which you can use to produce your print data.

Overview of key points

Below is a brief summary of the key points detailed in the data delivery guidelines. A detailed, extensive summary can be found on the subsequent pages.

Print production parameters

Production test	Necessary to ensure an error-free process
Data delivery	Via a printing company platform
Delivery of proofs	See: *Delivery of proofs* on page 5
File naming	■ In the following format: Version_Pagenumber_Product_Customer.pdf ■ Corrected pages with *_cor* and version number in ascending order (*_cor1*, *_cor2* etc.) ■ A reference list is required if a work page folio is used
Finishing	■ One PDF per finishing operation ■ All elements coloured in 100% black ■ All elements are included in the form of vector graphics ■ Minimum line width: 0.25 mm For other requirements see: *Page 6*
Production using black separation versioning	■ One four-colour (CMYK) file with all non-changing elements per page ■ One unicolour file with all changing elements per page and version ■ See: Version and language changes in black on *page 7*

Document properties of delivered files

Data format	One-page PDF files complying with the PDF/X-1a:2001 standard. If this is not possible, the following criteria in particular must be met: ■ Individual PDF pages. Where unicolour production is involved, a multipage PDF featuring the entire content ■ CMYK colour space as well as special colours by agreement ■ The correct colour profile has been used ■ No transparencies ■ Fonts are embedded ■ Trim box corresponds to net sheet size ■ Elements in 100% black set to Overprint ■ White elements set to Leave blank ■ Halftone images: minimum resolution of 300 dpi ■ Line images: minimum resolution of 1200 dpi
Bleed	3 mm
Minimum font size	6 pt
Minimum line width	0,05 mm
Back-end margin	5 mm at the transition between cover and inner section, 3 mm in the inner section

Print production parameters

Print data test

We conduct a print data test prior to the start of production. To enable us to do this, please send us **several representative pages** no later than ten days prior to the start of production. We use the test data as a reference for the production data supplied. We use this data solely for the purposes of testing technical feasibility. We will report our findings back to you. Should there be any divergences from the requirements defined in these guidelines, these need to be rectified for production data purposes.

Data delivery

We make a portal available to enable you to transmit your print data. Please contact us in good time when you are ready to do so. You are responsible for ensuring your print data is transmitted on time without errors.

File naming

Delivered files must be named according to the following model:

Version_NumberofPages_Product_Customer.pdf

So, for example *en_0005_SampleProduct_SampleCustomer.pdf*. The version descriptions must be identical to the details that you agreed with the printing company prior to data delivery. The number of pages must have a four-digit structure. File names must not include any special characters or spaces.

Any subsequent **corrected pages** must be marked with **_cor and a consecutive number** (e.g.: *en_0005_SampleProduct_SampleCustomer_cor1.pdf, en_0005_SampleProduct_SampleCustomer_cor2.pdf* etc.). This is the only way to ensure that the pages are correctly classified – even in the archive.

If you use work page folios, we require a reference list for the sequence of pages in the final print product. This must match the print sheet schedule and must be provided no later than delivery of initial production data.

Delivery of proofs

A colour-consistent proof provided by you must meet the following requirements:

The proof has been produced in accordance with the currently valid **DIN-ISO 12647-2** norm for standardised offset printing. The **correct ICC profile** corresponding to the type of paper used for the end product is utilised to produce the proof. The proof profile and the data profile match. The proof has been produced using the same data stock that will be provided to the printing company for print production purposes. The following information must also be noted on a delivered proof:

- File name of the proofed file
- Type of proof equipment used
- Proof profile used
- Date and time of proof production
- Date and time of most recent calibration of proof equipment
- Control strips in the form of the current original-sized Ugra/Fogra media

The proof is tested using the **control strip verification** process. The result must be noted on the proof (for example, using an adhesive label or overprint).

The tolerance specifications of the relevant DIN-ISO 12647-7 apply. Mixed usage of soft proofs (approval on a colour-consistent monitor) and delivered hard proofs is not permitted

Paper type	ICC profile	Char file
Paper type 1	PSOcoated v3	Fogra 51
	ISO Coated v2 (old norm)	Fogra 39
Paper type 2	PSO LWC Improved	Fogra 45
Paper type 3	PSO LWC Standard	Fogra 46
Paper type 4	PSO MFC Paper	Fogra 41
Paper type 5	PSOuncoated v3	Fogra 52
	PSO Uncoated ISO12647 (old norm)	Fogra 47
	ISO Uncoated Yellowish (old norm, for yellowish offset papers without optical brighteners)	Fogra 30
Paper type 6	SC Paper (for SC-A paper)	Fogra 40
	PSO SC-B Paper (for SC-B paper)	Fogra 54
Paper type 7	PSO INP Paper	Fogra 48
Paper type 8	PSO SNP Paper	Fogra 42

The classification corresponds to the standard DIN-ISO 12647-2 valid in each case. The ICC profiles of the paper types can be downloaded from the following website: http://www.eci.org

Finishing

Print data for finishing purposes must exhibit the following properties:

- A separate PDF with a unique ID must be supplied for each finishing operation.
- All elements must be included as solid-colour elements with 100% black.
- Print data must not contain greyscales.

The only exception to this is cold-foil finishing. In this case the following rules apply:

- The cold-foil finishing elements are included as a special colour in the normal print PDF file
- The special colour is explicitly named

Use of matt and glossy laminate

The use of foil lamination (matt or glossy) can lead to a major change of print image colour. This can be compensated for by using the ECI finishing profiles for matt foils (Fogra 49) or glossy foils (Fogra 50).

Please get in touch with our prepress contacts if you have any questions about the correct way of allowing for this colour change.

Use of cold foil

Cold foil prints first, all other colours print on it. This is why trapping must be included in the data, depending on which colours are used.

- Standard trapping: 0.2 pt
- Trapping for dark colours (dark blue, dark green, etc.): 0.3 pt
- Trapping for light colours (pastel shades, beige shades): 0.15 pt

Backgrounds that print on cold foil are applied 1:1, i.e. without trapping. Precision printing of small fonts and line widths is feasible. For font sizes starting at 2.5 pt, for lines widths starting at 0.25 mm.

Cold foil can be half-tone printed (for example in images or gradients). The minimum half-tone value is 10%, the maximum is 80%.

Cold foil is treated as a special colour and must be included in the print file as a fifth colour. It must not be included separately, as this makes data checking impossible.

Example:

- CFS = Cold Foil Silver (is displayed blue – as a solid colour in 100% cyan)
- CFG = Cold Foil Gold (is displayed green – as a solid colour in 100% cyan + 100% yellow)

Change of version and language in black

To produce versions only involving black separation changes, the cyan, magenta and yellow data of the basic version is combined with the black data of each change version.

To action this, we require a 4c composite file including all non-changing elements per page as our basis. A file including all changing elements is also required for each page version. This file must meet the following requirements

- All changing elements must be coloured black, set to *Overprint* and must not include any transparencies.
- Coloured or negative elements may not change.

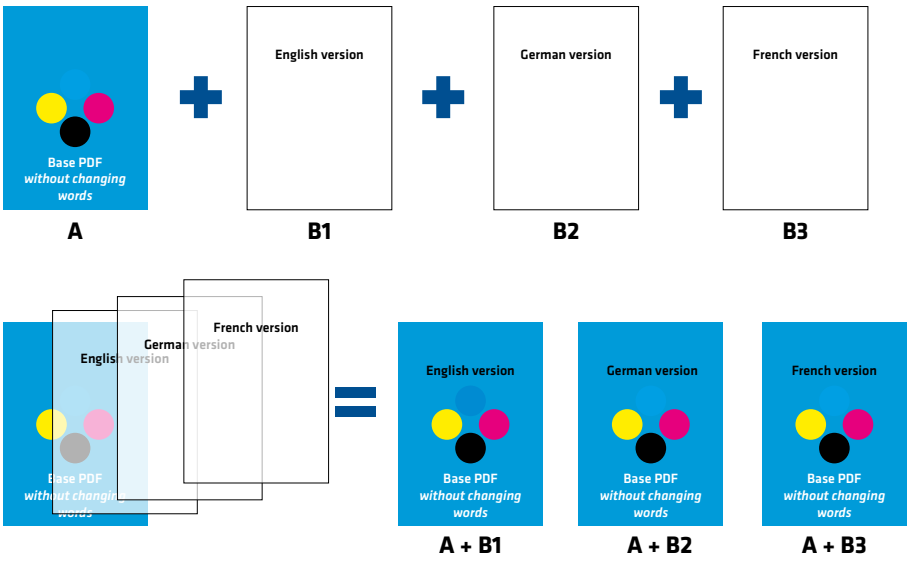
The change of language/version must be clearly identifiable from the file name.

The only file name variable of any change version is the number of pages.

Example:

DE_0144_SummerCatalogue_SampleCustomer.pdf

EN_0144_SummerCatalogue_SampleCustomer.pdf



Combination of 4c original version with purely black change versions

Document properties of delivered files

Data format

Our workflow is based on **single PDF pages**. Ideally, you supply us with one document for each page. When purely unicolour productions are involved, you supply one multipage PDF file, including all content pages, for each version.

To meet these requirements, we expect you to utilise the

PDF/X-1a:2001 standard as well as **PDF Version 1.3**.

If you are unable to deliver in the PDF/X-1a:2001 data format, then the following criteria in particular must be met:

- The file only contains **CMYK** elements. Special colours may be used if text format has been agreed beforehand
- All contents are included in the correct colour profile in accordance with the valid ISO 12647-2 norm. See Paper Classification in the *Delivery of proofs* section on *page 5*
- There are **no transparencies** included
- All fonts used are embedded
- The pages include a trim box in the same position as – and of an identical size to – the final trimmed format
- If not otherwise requested from a design point of view, elements that are coloured 100% black are set to *Overprint*
- White elements set to *Knock out*
- Halftone images have a resolution of **at least 300 dpi**
- Line artwork has a resolution of **at least 1200 dpi**
- Any trim marks must be included at a margin of at least 3 mm to the net sheet size.

Bleed

We require no less than **3 mm bleed** on all four sides. Relevant information must be placed at least 3 mm from the edge of the page on all four sides.

Minimum font size

The minimum reproducible **font size is 6 pt**.

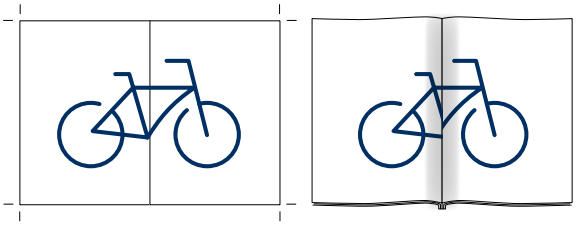
Minimum line width

The minimum positive and negative line width is **0.05 mm when a solid colour is used** and **0.25 mm for a half-tone** line.

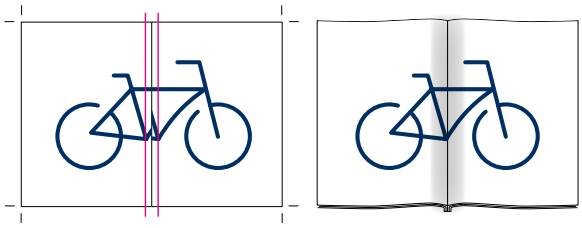
Glued Cover margin adjustment

In the case of a perfect-bound brochure, the cover is glued on both sides of the inner margin with a thin line of adhesive. That is why an area of **5 mm** is not visible at the inner margin. To ensure seamless image transition of motifs that extend across the inside front cover and the first content page, the motifs must be shifted 5 mm out of the inner margin on both layout sides. The same applies to the transition from the last content page to the inside back cover.

A double-page motif on inside pages must also be adjusted, as an inner margin area would be concealed by the binding on both pages of the perfect-bound end product. Here we recommend shifting the motifs **3 mm** away from the inner margin on each page.



without margin adjustment



with margin adjustment

Visibility of graphics that extend across the inner margin of a perfect-bound product.

The left-hand images show the layout programme view in each case, with the finished product view on the right.

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