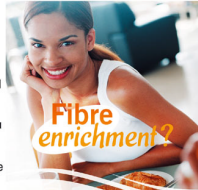


>> MIXING IT
Time-wise new products to meet demand

>> NEW DAWN
Artisan bakeries take on the big boys in Romania

>> INFORME
LOI cereal update



Your success is in the recipe...

>> SURVEY - Roquette's Nutriose-enriched white bread proves popular

www.worldbakers.com

Advertising Specs

For the Bakery Group of Magazines

>> GALANE
GON GON E F
CEUDO

>> Focaccia
TACCHINO
Sorgino

>> EMOZIONE!
COSTA GROUP'S DIRECTOR
FRANCO COSTA ABOUT
EMOTIONAL DESIGN

>> LA DOLCE VITA:
ITALIAN'S GUEST FOR THE GOOD LIFE

>> MICROWAVE DRYING:
PRESERVING RASPBERRIES FOR YOUR HEALTH

>> IN-STORE BAKERY:
PROSPECTS IN-STORE

www.worldbakers.com

>> KINH DO
THE COMPANY'S
RECIPE FOR SUCCESS

>> CHINA:
A BAKING SUPERPOWER
IN THE MAKING

>> IN-STORE BAKERY:
PROSPECTS IN-STORE

>> LA DOLCE VITA:
ITALIAN'S GUEST FOR THE GOOD LIFE

>> MICROWAVE DRYING:
PRESERVING RASPBERRIES FOR YOUR HEALTH

>> IN-STORE BAKERY:
PROSPECTS IN-STORE

www.worldbakers.com

Important Technical Data

3 June 2008

PLEASE READ THIS BEFORE YOU SEND ANY ADVERT TO US:

PLEASE DO NOT SEND US:

Microsoft Word, Publisher & Powerpoint files. Adverts & Graphics/Pictures supplied in these are of no use to us for editing & printing purposes.

ALL OUR MAGAZINE'S ARE PRODUCED BY THE CTP PROCESS,
WE DO NOT ACCEPT FILM.

PLEASE SUPPLY YOUR ADVERT AS ONE OF THESE FORMATS:

ALL IMAGES: must be at least 300dpi to ensure quality printing.

COLOUR: CMYK = (Cyan, Magenta, Yellow, Black) Process colour.

Please supply a Colourguide print! Specific Pantone colours can be requested subject to Printer's ink & setup charge, please ask for quote.

FILES: must be 300dpi = eps, tif, (High Res jpg's)

PDF's - Print optimise PDF's, embed Fonts / Pictures - Then post a printed proof to us!

PC SOFTWARE: Photoshop 6.0, Illustrator 9.0, Coreldraw 10.0, Pagemaker 6.5, Indesign 1.5, Quark 5.0, (Windows 98, ME, 2000, XP)

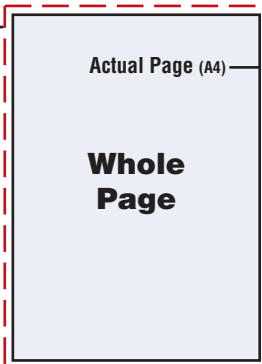
APPLE MACINTOSH SOFTWARE: Photoshop 6.0, Illustrator 9.0, Freehand 10.0, Pagemaker 6.5, Indesign 1.5, Quark 5.0 (MAC O/S 9)

COMPRESSED FILES: .zip, .sit, .sitx, .hqx, .sea.

DISKS: CD-R, CD-RW, disks

BAKERY MAGAZINES ADVERTISING DATA

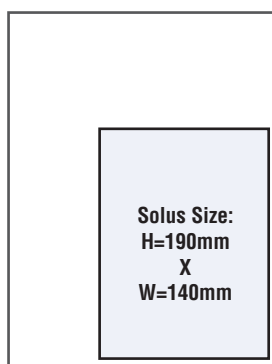
Bleed
(extra 3mm that is needed to ensure no white shows)



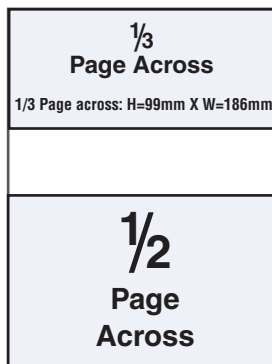
Bleed Ad: H=303mm x W=216mm

Actual Page/Ad Size (A4): H=297 x W=210 mm

No bleed: H=270mm X W=186 mm



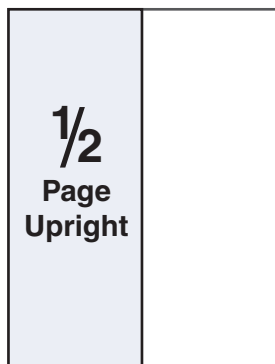
Solus (Junior) Page



Bleed advert: H=148 X W=216mm

Actual Advert Size: H=145mm X W=210mm

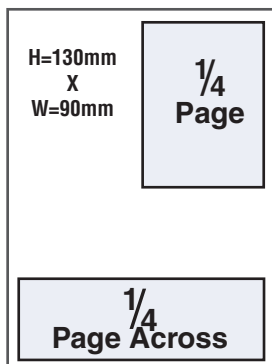
No Bleed: H=130mm X W=186 mm



Bleed advert: H= 303mm X 103mm

Actual advert Size (A4): H=297 x W=100 mm

No Bleed: H=270mm X W=90mm



1/4 Page across: H=65 X W=186mm

1/3 Page across: H=90 X W=186mm



Frontcover Advert

300 x 213mm ALSO APPLIES TO ASIA BAKER & EUROPEAN BAKER

CRIER MEDIA GROUP

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Surrey, RH8 0BD. (U.K.)
Tel: 00 44 1883 734582
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Bakery Ad Sales:

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email: nthorp@crier.co.uk
Tel: 00 44 1883 734582

Tomislav Sostarko
tomislav.s@crier.hr
Tel: 00 385 1 638 6627

Marijo Lijic
email: marijo@crier.hr
Tel: 00 385 1 539 1540

Production:
Robert Goldring
email: prod@crier.co.uk

PDF ADVERTS - IMPORTANT INFO

Our printers have to change PDF adverts into eps files then import them into Quark to create a Print Ready Page PDF. Elements/Text can be lost during this process!

Send your advert as a eps or tif file to ensure it prints as you want it to. If sending a PDF please supply a proof!

Email your Advert



Email Adverts to: production@crier.co.uk

Why not save yourself Time & Money by emailing us your advert direct! Send adverts as: **eps** or **tif** files

We have a ADSL Broadband email connection so you can get your advert to us even quicker than ISDN (You can send Adverts up to 20meg!)
PLEASE REMEMBER TO SEND US A COLOUR GUIDE IN THE POST SO THAT OUR PRINTERS CAN MATCH YOUR COMPANY COLOURS!