

ELGOUNA MAGAZINE

El Gouna Magazine Advertisement Specifications

Technical Specifications

All artwork should be provided as a print-ready file on a CD and accompanied by a colour proof. CD and colour proof should be sent to one of the following locations:

1. Icon Communications

66 Abu El Mahasen El Shazly St, 4th Floor
From Midan Sphinx, Agouza, Cairo
Attn: Mrs. Ghada Youssef
Icon Mob: +2 012 2749 3617

2. Email

Send your print ready artwork to the below email address **ONLY**:
artwork@elgounamag.com
Please indicate your company name in email subject

File Format

All artwork must be submitted in TIFF format
(for quality purposes, JPEG, PDF, EPS, and other file formats are not accepted).

Colours: Artwork should be provided in CMYK Colour format

The publication will not be held responsible for colours of those ads which are not accompanied by a colour proof at the time of submission.

Resolution: All files should be high-resolution, minimum 300 dpi at the appropriate size requested for the ad. The publication will not be held responsible for the resolution of ads which fail to meet these requirements.

Note: Although we will do our best to ensure that all artwork submitted appears in the magazine in the highest quality, Icon Communications takes no responsibility in artwork problems resulting from corrupted files, e-mail problems, incorrect sizes and resolution, or failure to appear in the magazine due to late submission.

El Gouna Magazine is published by Icon Communications, S.A.E.
66 Abu El Mahasen El Shazly St, 4th Floor, Midan Sphinx, Agouza - Cairo
+2 02 3303 4654 8/ +2 012 2749 3617, info@designbyicon.com, www.designbyicon.com

For advertising inquiries, please contact: advertising@elgounamag.com, +2 012 2821 8782

www.elgounamag.com

Methods of Payment

Check or Cash Payments

Via cash deposit at bank

Bank: HSBC
Branch: Sphinx Branch
Bank Add: 1 Ahmed Orabi St., Mohandeseen, Giza - Egypt
Acct Holder: Icon Communications & Advertising
Client Add: 66 Abu El Mahasen El Shazly, Agouza - Giza
Acct. No: 050-028554-001
Customer No: 050-028554
Swift code: EBBKEGXC

Via courier to Icon Communciations

Mr. Ramez Farouk, Finance Department
Address: 66 Abu El Mahasen El Shazly St., 4th Floor
From Midan Sphinx, Agouza, Cairo – Egypt
Working Hours: 10am to 5pm, Sunday to Thursday

Electronic Transfer from any local or international bank

To confirm transfer send scanned payment slip
via email to ramez@designbyicon.com or copy
by fax to +2 02 3303 4658, extension 110

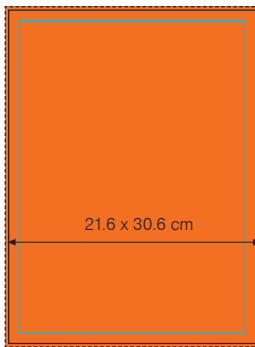
Egyptian Pound (LE) Account:

Bank: HSBC
Branch: Sphinx Branch
Bank Add: 1 Ahmed Orabi St., Mohandeseen, Giza - Egypt
Acct Holder: Icon Communications & Advertising
Client Add: 66 Abu El Mahasen El Shazly, Agouza - Giza
Acct. No: 050-028554-001
Customer No: 050-028554
Swift code: EBBKEGXC

US Dollar (\$) Account:

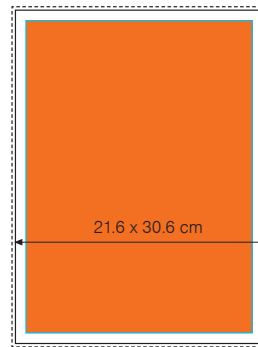
Bank: HSBC
Branch: Sphinx Branch
Bank Add: 1 Ahmed Orabi St., Mohandeseen, Giza - Egypt
Acct Holder : Icon Communications & Advertising
Client Add: 66 Abu El Mahasen El Shazly, Agouza - Giza
Acct. No: 050-028554-110
Customer No: 050-028554
Swift code: EBBKEGXC

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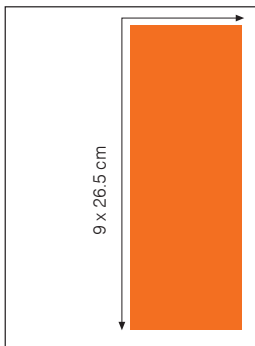
FULL PAGE BLEED

Artwork Size: 21.6 x 30.6cm
Trim Size: 21 x 30cm Bleed: 0.3cm
all text/logos should be placed 1.5 cm inside trim size



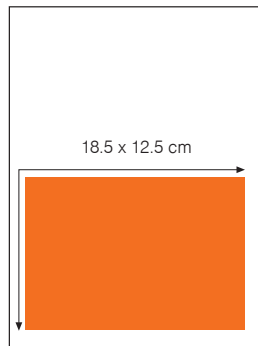
FULL PAGE AD

with white frame
Trim Size: 21 x 30cm



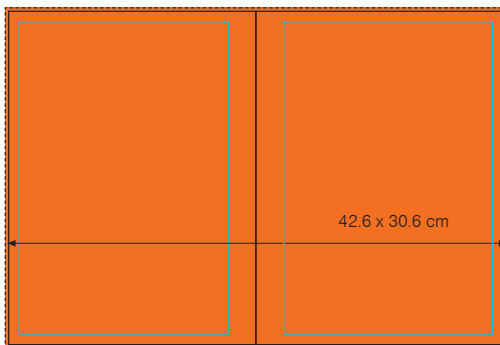
HALF PAGE AD Vertical

Size: 9 x 26.5cm



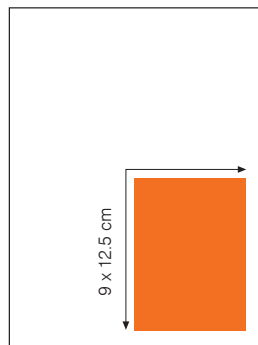
HALF PAGE AD Horizontal

Size: 18.5 x 12.5cm



DOUBLE PAGE SPREAD

Artwork Size: 42.6 x 30.6cm
Trim Size: 42 x 30cm Bleed: 0.3cm
All text/logos should adhere to the following:
Top 1 cm Bottom 1 cm
Inside 1.5 cm Outside 1 cm



QUARTER PAGE

Size: 9 x 12.5cm