



ZINIO Content Production Specifications (v2.1)

This document describes the file specifications required by ZINIO with regards to content production. There are three sections:

- 1. Content Production from PDF-Only**
- 2. Content Production from PDF + InDesign Files**
- 3. FAQs**

1. Content Production from PDF-Only

Content production from PDF files is suitable for most regular use cases, but not suitable for distribution through Apple News.

PDF File Requirements

1. The file received must be a single multipage PDF with all pages stitched together in the right order. Please do not use spreads, only single pages. The file should include all editorial, ad, insert and supplement pages needed for the final output and must contain an even number of pages.
2. The PDF should have an RGB color profile.
3. All pages should be cropped and trimmed to final trim size. This includes inserts and supplements.
4. Editorial PDFs must contain properly embedded fonts for all text. PDF files should not contain rasterized or outlined text on editorial pages. This is needed for text mode, search, indexing, content recommendations, the TOC, the Explore section and other features.
5. The minimum required resolution for magazine issues is **150 DPI**. The minimum required resolution for comics, graphic novels and similar types of highly visual publication is **210 DPI**. We may also accept **300 DPI** files with prior agreement to better-preserve high resolution images in text mode.
6. Flat Plan [optional]: We use flat plans to allow the publisher to determine the Section, Article and Strapline names they would like to have for their publications in Text Mode. The flat plan also helps us to identify whether any pages have been omitted. Please download our flat plan template [here](#).

PDF File Requirements - Additional Details

The PDF file must be final and complete at the time of upload to Zinio: It is assumed that all files received are final and have been thoroughly checked by the publisher. Changes after the file is submitted should be avoided, including changes to pagination. Changes requested after submission may incur additional fees.

Raster & Vector Images: All raster images must be at least 150 DPI with an RGB color profile. JPEG compression settings should be high or maximum quality. Crossover images must match across the gutter (no doubling of images for gutter allowance). Complex vector objects are not supported. It is recommended that you convert such objects to raster images.

ZINIO reserves the right to reject PDF files which are significantly out of spec.

2. Content Production from PDF + InDesign Files

Content production from PDF + InDesign is necessary for distribution through Apple News. It is also preferable if the objective is to achieve a higher quality output in text mode.

InDesign File Requirements

We require a single .zip package which contains the following:

1. A final stitched PDF following all the requirements described in section 1 including the flat plan
2. The InDesign (.indd) files
3. The associated fonts. We only need these once, not for each subsequent issue
4. The associated images

InDesign File Requirements - Additional Details

Sample Files: We would appreciate receiving two or three sample InDesign Files for the publications in question before the go-live issues to aid with the mapping and configuration of the publication in our content conversion engine.

File Upload Performance: As InDesign files are substantially larger than PDF files, we make use of an accelerated Amazon S3 uploader for receipt of InDesign + PDF files. If you are an existing Zinio client who has already been uploading PDF-only for some time we would need to give you a new set of upload credentials to reach this accelerated upload path.

Preferred Upload Software: We would recommend you use Cyberduck (<https://cyberduck.io/>), which is a (currently) free FTP client which allows high-speed transfers to Amazon S3. There are other paid-for FTP services which would allow you to achieve the same result.

3. FAQs

This section is for informational purposes only, there are no new requirements in this section.

Q: What is a stitched PDF file and why do you require it?

A: A stitched PDF is one single file containing all pages, in the correct order. We require this to ensure that the magazine is complete and there is no question as to the correct order of pages. All pages to be included in the issue, including supplements and inserts, should be part of one PDF file.

Q: What about inserts or supplements with page sizes that differ from the main issue?

A: If the insert or supplement is smaller than the trim size of the main issue, there is no problem unless the aspect ratio is different (a landscape supplement in a portrait magazine) in which case the supplement page content should be placed on pages the size of the main issue with either a black or white background. Posters, calendars, or other elements that are larger than the trim size of the main issue should be scaled down so that the page fits within the trim size.

Q: My supplement is produced in a different location from the main issue; do I still have to combine it into a single stitched PDF?

A: If it is impractical to include your supplement in the stitched PDF file for the issue, you can deliver it separately, though each supplement must be one stitched PDF file. In this case we require that you submit a page map/flatplan or a text file with detailed placement instructions and upload it along with the supplement and the main issue. To avoid miscommunication and errors, please make sure that all files including the instructions or page map are uploaded to the same location at the same time and it is highly recommended to send your production contact an email specifying that there is a supplement to be included with the issue.

Q: Why do you require embedded fonts for editorial text?

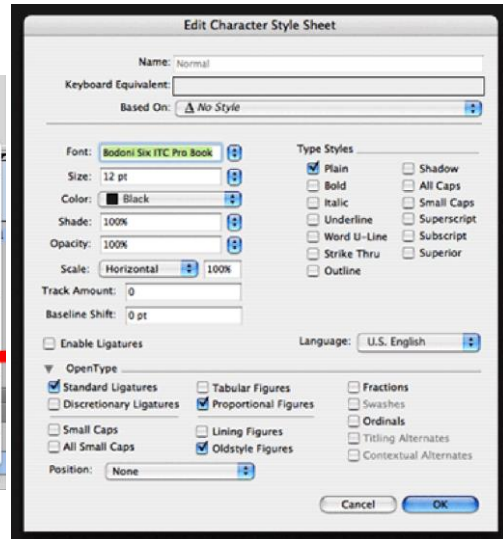
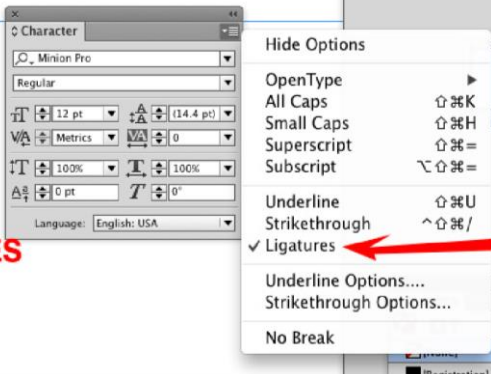
A: Text extraction for XML file creation requires that text be properly embedded and encoded. When fonts are not encoded correctly, Articles are unreadable in text mode. To prevent this from happening, make sure to create the final PDF directly from InDesign (DO NOT use Acrobat Distiller or the Mac Preview to do this). Keep in mind that using ligatures sometimes leads to font encoding problems. To avoid this, ligatures can be disabled within the InDesign file before you export to PDF. Otherwise, ligatures are not encoded, and they will be substituted for a kind of glyph that cannot be extracted as XML text. See InDesign captures below:

NO LIGATURES

sdaasdfi

sdaasdfi

WITH LIGATURES



Q: What do you mean when you say that complex vector objects are not supported?

A: Complex vector objects will cause display problems or in some cases even crash our readers, thus they are not supported by the reader applications. As part of our file normalization process, vector objects are flattened and rendered as part of the raster image layer. This is an automatic step. We will accept files with vector objects but if overly complex vector objects cause processing problems, we may request a replacement file for affected pages.

Q: What does cropping and trimming mean in terms of a digital PDF file?

A: The Crop Box of the PDF file should be exactly the same size as the trim size of the magazine and aligned to the origin point of the PDF file. In a PDF file the origin point is the lower left corner. Our file normalization process will crop your magazine to the size of the crop box, so it is crucial that your Crop Box equals your trim size and that it is positioned correctly relative to your page content. To avoid errors, we ask that you make the Art, Trim and Bleed boxes the same size as the Crop Box and deliver the file with all pages, including Ad pages, at exactly the desired trim size.

Q: Do you support gatefolds?

A: Gatefolds are no longer supported. As most of the readership is viewing your issue on a mobile device it is recommended that gatefolds be redesigned into a series of 2-page spreads to avoid display problems on mobile devices, and to ensure that the issue looks the same on all platforms. Image resolution for spreads can be supplied in 300 DPI to ensure high quality output.

Q: Why do you specify RGB? We work in CMYK for print.

A: We prefer RGB files converted to the sRGB color space, but we can work with CMYK files as well.

Q: Can you explain your policies regarding links to external URLs and email addresses, and internal page links?

A: Linking is largely automated and requires that text be embedded and in a contiguous string for the link tool to recognize it. The inclusion of www or http:// headers is not necessary as the tool should recognize all

common top-level domains (.com, .net, .org, .edu, .co.uk, bit.ly, etc.).

We do not link to logos, images or any other page objects that are not text. However, you are welcome to create your own custom links to any object or portion of the page, except for the area approximately one-half inch (1.5 cm) from the face edge as this is reserved as the page turn area. We ask that if you do include links in your file that you inform us that you have done so in order that we do not inadvertently delete them during the processing of your file.

We do not exclude links on a custom basis either. If you do not want certain objects linked, they should not be included as embedded text.

The size and positioning of the link boxes is a function of the automatic linking tool and we do not manually adjust these.

Q: Do you support interactive PDFs?

A: No, we do not currently support interactivity, and any interactivity embedded in your PDF file will not function in our reader applications. If you need to add rich media you may use external URLs linked to your media via your own hosting or third party such Vimeo, YouTube, etc.

Q: Can you help us export a PDF file from InDesign or other publishing software?

A: We expect publishers or their prepress vendors to have the expertise to output PDF files within specs. However, we do have a basic InDesign PDF output preset that we can share with you.

You may download it below:

[Zinio-Preset](#) (150 dpi. Standard resolution)

[Zinio-Preset High-Res](#) (300 dpi. High-Resolution)