

# DEADLINES

## **HIGHLIFE**      **DEADLINE**    **PUBLICATION**

HighLife 22-01	28-01-22	18-02-22
HighLife 22-02	25-03-22	15-04-22
HighLife 22-03	27-05-22	17-06-22
HighLife 22-04	15-07-22	05-08-22
HighLife 22-05	23-09-22	14-10-22
HighLife 22-06	25-11-22	16-12-22

## **SOFT SECRETS GERMAN**

Soft Secrets 22-01	07-01-22	04-02-22
Soft Secrets 22-02	25-02-22	25-03-22
Soft Secrets 22-03	22-04-22	27-05-22
Soft Secrets 22-04	18-06-22	15-07-22
Soft Secrets 22-05	02-09-22	30-09-22
Soft Secrets 22-06	28-10-22	25-11-22

## **SOFT SECRETS FRENCH**

Soft Secrets 22-01	07-01-22	04-02-22
Soft Secrets 22-02	25-02-22	25-03-22
Soft Secrets 22-03	22-04-22	27-05-22
Soft Secrets 22-04	18-06-22	15-07-22
Soft Secrets 22-05	02-09-22	30-09-22
Soft Secrets 22-06	28-10-22	25-11-22

## **SOFT SECRETS ITALIAN**

Soft Secrets 22-01	14-01-22	04-02-22
Soft Secrets 22-02	04-03-22	25-03-22
Soft Secrets 22-03	06-05-22	27-05-22
Soft Secrets 22-04	24-06-22	15-07-22
Soft Secrets 22-05	09-09-22	30-09-22
Soft Secrets 22-06	04-11-22	25-11-22

## **SOFT SECRETS LATAM**

Soft Secrets 22-01	14-01-22	04-02-22
Soft Secrets 22-02	04-03-22	25-03-22
Soft Secrets 22-03	06-05-22	27-05-22
Soft Secrets 22-04	01-07-22	22-07-22
Soft Secrets 22-05	09-09-22	30-09-22
Soft Secrets 22-06	04-11-22	25-11-22

## **SOFT SECRETS SPANISH**    **DEADLINE**    **PUBLICATION**

Soft Secrets 22-01	21-01-22	11-02-22
Soft Secrets 22-02	11-03-22	01-04-22
Soft Secrets 22-03	13-05-22	03-06-22
Soft Secrets 22-04	01-07-22	22-07-22
Soft Secrets 22-05	16-09-22	07-10-22
Soft Secrets 22-06	11-11-22	02-12-22

## **SOFT SECRETS CZECH**

Soft Secrets 22-01	28-01-22	25-02-22
Soft Secrets 22-02	18-03-22	22-04-22
Soft Secrets 22-03	20-05-22	24-06-22
Soft Secrets 22-04	08-07-22	05-08-22
Soft Secrets 22-05	23-09-22	21-10-22
Soft Secrets 22-06	18-11-22	16-12-22

## **SOFT SECRETS POLISH**

Soft Secrets 22-01	28-01-22	25-02-22
Soft Secrets 22-02	18-03-22	22-04-22
Soft Secrets 22-03	20-05-22	24-06-22
Soft Secrets 22-04	08-07-22	05-08-22
Soft Secrets 22-05	23-09-22	21-10-22
Soft Secrets 22-06	18-11-22	16-12-22

## **SOFT SECRETS ENGLISH**

Soft Secrets 22-01	04-02-22	25-02-22
Soft Secrets 22-02	01-04-22	22-04-22
Soft Secrets 22-03	03-06-22	24-06-22
Soft Secrets 22-04	15-07-22	05-08-22
Soft Secrets 22-05	30-09-22	21-10-22
Soft Secrets 22-06	25-11-22	16-12-22

## **SPECIALS**

Seed Special	18-02-22	25-03-22
CBD Special	15-07-22	30-09-22
Product Special	21-10-22	25-11-22
HighLife Guide	04-11-22	02-12-22

# SPECIFICATIONS

## HIGHLIFE MAGAZINE PAGE FORMAT 210 X 297 MM

1/8 horizontal	87,5 x 63 mm (width x height)
1/4 horizontal	180 x 63 mm (width x height)
1/4 vertical	87,5 x 131 mm (width x height)
1/2 horizontal	180 x 131 mm (width x height)
1/2 vertical	87,5 x 267 mm (width x height)
1/1	180 x 267 mm (width x height)
1/1 enlarged	210 x 297 mm (width x height) 3 mm margin around the ad

**Input:** In digital format: tiff/ eps/ jpeg/ pdf (CMYK no spot color) 300 pixels per inch (in 100% zoom) or 118 pixels per cm (in 100% zoom).

**Applications:** Adobe Indesign/ Photoshop or Illustrator  
(Please convert any text to outlines, if necessary, submit fonts changed to Apple Macintosh.)

**E-mail:** [ads@softsecrets.nl](mailto:ads@softsecrets.nl)

## SOFT SECRETS PAGE FORMAT 210 X 297 MM

1/10	variable*
1/16	53,3 x 79,5 mm (width x height)
1/8 horizontal	111,5 x 79,5 mm (width x height)
1/4 horizontal	228 x 79,5 mm (width x height)
1/4 vertical	111,5 x 164 mm (width x height)
1/2 horizontal	228 x 164 mm (width x height)
1/2 vertical	111,5 x 333 mm (width x height)
1/1	228 x 333 mm (width x height)
2/1 (spread)	488 x 333 mm (width x height)

\*1/10 photo or logo and company information: text needs to be provided in Word format photo/logo in format tiff / eps / jpeg / pdf (CMYK no spot color) 300 pixels per inch (in 100% zoom) or 118 pixels per cm (in 100% zoom) and at least 10x10 cm.

**Input:** In digital format: tiff / eps / jpeg / pdf (CMYK no spot color) 300 pixels per inch (in 100% zoom) or 118 pixels per cm (in 100% zoom).  
Remind that for 2/1 spread there is needed 2x 3mm space (text freely) in the centre of the page because of the fold.

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## STRAIN SPECIAL PAGE FORMAT 148 X 210 MM

1 picture of the plant Filetype: .JPG  
Size: minimum 75 mm x 150 mm (width x height),  
300 dpi CMYK

Text and internet address In a Microsoft Word-file. Max 75 words.

Logo Filetype: .JPG  
Size: minimum 45 mm x 45 mm (width x height),  
300 dpi CMYK

Inserted in all Soft Secrets 2022-02 in 7 languages: Czech, English, French, German, Italian, Polish and Spanish

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## CBD SPECIAL PAGE FORMAT 148 X 210 MM

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300 dpi CMYK

Text and internet address In a Microsoft Word-file. Max 200 words. including the company details. Don't write in the first person, use the company name or they.

Logo Filetype: .JPG  
Size: minimum 45 mm x 45 mm (width x height),  
300 dpi CMYK

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## PRODUCT SPECIAL PAGE FORMAT 148 X 210 MM

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Size: minimum 75 mm x 150 mm (width x height),  
300 dpi CMYK

Text and internet address In a Microsoft Word-file. Max 200 words. including the company details. Don't write in the first person, use the company name or they.

Logo Filetype: .JPG  
Size: minimum 45 mm x 45 mm (width x height),  
300 dpi CMYK

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# SPECIFICATIONS

## HIGHLIFE GUIDE PAGE FORMAT 140 X 180 MM

1/4	59 x 77 mm (width x height)
1/2 horizontal	122 x 77 mm (width x height)
1/2 vertical	59 x 158 mm (width x height)
1/1	122 x 158 mm (width x height)
2/1 (spread)	262 x 158 mm (width x height)

**Input:** In digital format: tiff/ eps/ jpeg/ pdf (CMYK no spot color) 300 pixels per inch (in 100% zoom) or 118 pixels per cm (in 100% zoom).  
Remind that for 2/1 spread there is needed 2x 3mm space (text freely) in the centre of the page because of the fold.

**Applications:** Adobe Indesign/ Photoshop or Illustrator  
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- Minimal 2 images from which 1 will be used as Featured image on top of the article.
- Make use of subheadings [h2] and/or [h3].
- The title must be max 60 characters.
- Max 1 link (ATTENTION! This link will be marked 'sponsored', not 'do-follow').
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- There must be a metadescription.
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  - <https://www.youtube.com/watch?v=L7sywW0a8Us>
  - <https://vimeo.com/152160709>
- PDF-documents for download; not bigger than 8 Mb.

## BANNER SPECIFICATIONS

### STATIC BANNERS

file size:  
LARGE RECTANGLE: 600x500 pixels, 72 dpi, max 90 kb  
SMALL RECTANGLE: 900x288 pixels, 72 dpi, max 60 kb  
file type: .JPG/.PNG

### ANIMATED BANNERS

file size:  
LARGE RECTANGLE: 600x500 pixels, 72 dpi, max 270 kb  
SMALL RECTANGLE: 900x288 pixels, 72 dpi, max 180 kb  
file type: Animated GIF, Max. 2 slides

1 url per banner set (<https://www.url.com>)

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