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*The increasing need for industry specifications*

## **New dMAC Specifications V5.0**

Constant software changes and the decentralization of prepress services across a widening range of design professionals can result in greater variation in the technical characteristics of creative files submitted for magazine print production. As a result, there is a renewed need for detailed, consistent industry specifications to enable the exchange of content between creator, publisher and printer.

dMAC Specifications were created to bring Canadian creative, publishing, prepress and printing communities together in support of a common specification to ensure greater reliability and accountability throughout the process. Ad and edit files may now be reduced to predictable and uncompromising mathematical measures and specifications that enable printers to quickly and accurately replicate appearance visually, from proof to press, on most any proofing system, substrate or press. With specifications, every file can objectively print predictably and consistently, as intended.

dMAC Specifications have been updated following IDEAlliance SWOP Specifications 2007 (SWOP 11th Edition) for contract colour proofs. The new dMAC Specification V5.0 makes provisions for two printing conditions: a Coated Grade No. 3 stock in addition to a Coated Grade No. 5 stock. For each printing condition there exist: (i) a characterization data set consisting of measurements from printed IT8.7/4 targets, (ii) an ICC profile made from the dataset and (iii) a colour control bar with target values for Grades No. 3 and No. 5 printing.

Click here to download your copy of the latest dMAC Specification for free.



*A Magazines Canada White Paper*

## **Soft Proofing: Considerations for Moving Forward**

Change is constant in the magazine publishing and printing industries as technological advances enable exciting, more efficient digital solutions to virtually every step in the production workflow. PDF/X files, Internet delivery and increasingly sophisticated press technologies such as closed-loop colour controls have already changed how we do business.

Soft proofing—also known as monitor or virtual proofing—is poised to rapidly become the next big technical advance that will take magazine production to the next level of efficient, reliable workflow. That's because soft proofing enables a fully digital workflow, eliminating the last analogue piece, the hard copy proof. Hard proofs are more and more becoming a vestige of the past film-based workflow.



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A Magazines Canada White Paper

### Soft Proofing: Considerations for Moving Forward

(Continued)

Magazines Canada has developed a white paper to present the case for why soft proofing is building momentum. The paper reviews the benefits and challenges presented by soft proofing to help you and your organization understand what is expected to be a rapid industry shift.

Please click [here](#) to download the Magazines Canada White Paper.

It is hard to predict the tipping point of conversion from hard proofs but large Canadian publishers and printers are already making the move. Some say that significant conversion will occur by the end of this decade, pushed forward by the economic appeal of a fully digital workflow.

Soft proofing benefits are real. The shift will support more stable and replicable output, across multiple devices, across multiple print locations in less time. These benefits strongly suggest that soft proofing is a strategic decision, supporting both creative and business needs. At the end of the day, it is about workflow efficiency, predictability and economics.

Despite its many advantages, soft proofing carries with it the same workflow challenges and technological developments of any disruptive innovation. Soft proofing comes with significant changes to workflow requiring careful testing within the specific requirements of each organization. It also requires all stakeholders in the workflow chain to work more closely together in understanding responsibilities and standardizing processes. Without closer cooperation, soft proofing benefits and efficiencies will be squandered. Training is key to a successful transition. Choosing soft proofing may cost more at the outset but its success is predicated on long term gains in efficiency, predictability and cost savings.



#### Our Ask of You

The Magazines Canada White Paper recommends that all agencies, publishers, printers and other stakeholders actively investigate if and how soft proofing is right for them. Regardless of the answer, the more you know, the better prepared you will be to assess where the future is headed and what your positioning should be within it. Magazines Canada wants to ensure that no one is left behind, should Canadian (and global) adoption occur quickly, as many suggest.

For access to current dMACS specifications, colour bars and additional useful information, please visit the [Production Services](#) section of the Magazines Canada website: [magazinescanada.ca](http://magazinescanada.ca).

*How you can make a difference*

### New Magazine Eco Kit



The Canadian magazine industry is pleased to announce the Magazine Eco Kit, a compendium of tips, terms, resources and papers for environmentally friendly magazine publishing. Download a digital edition of the Magazine [Eco Kit](#).

The Magazine Eco Kit offers a collection of ideas and best practices to help publishers make viable choices for a greener, more sustainable publishing industry. The goal of the Eco Kit is to lead all stakeholders, from paper manufacturers to publishers to printers, towards the development, supply and use of new environmentally friendly papers that meet industry quality, price and supply expectations.

### A Paper Breakthrough

The Eco Kit was printed on an experimental new paper comprised of 20 per cent wheat straw, 40 per cent post-consumer recycled fibre and 40 per cent completely chlorine-free virgin wood fibre. The “Wheat Sheet,” considered by many to have been an impossibility, is a landmark in North American paper production: it’s the first glossy, lightweight coated magazine paper made with wheat straw in North America.

To obtain a copy of the printed version, contact [adinfo@magazinescanada.ca](mailto:adinfo@magazinescanada.ca).

*Magazines Canada is the national trade association representing the leading Canadian-owned, Canadian content consumer, cultural, specialty, professional and business media magazines in the country. Hundreds of French and English member titles span a wide range of topics including business, news, politics, sports, arts and culture, leisure, lifestyle, women and youth. The association concentrates on government affairs, services to the advertising trade, circulation marketing and professional development.*

*The Magazines Canada Technical Standards Committee is the keeper of digital Magazine Advertising Canadian Specifications (dMACS), defacto industry specs widely used as the primary basis for the exchange of standardized advertising materials. The Committee is responsible for the ongoing refinement of digital specifications and user education on their proper use as technology changes.*

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