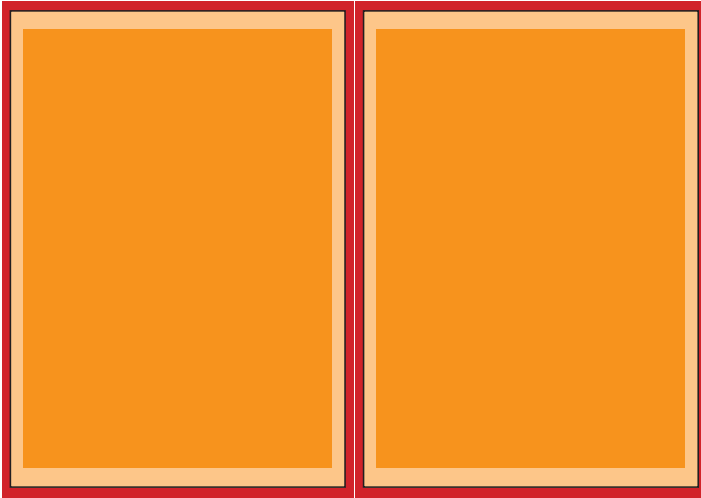


# ADVERT ARTWORK SPECIFICATION



**IMPORTANT:** All dimensions are given in mm (millimetres) – width x height

## DOUBLE PAGE SPREAD



**FORMAT:** 1 x DOUBLE PAGE SPREAD (Landscape)  
**DIMENSIONS:** 420mm X 297mm **5mm BLEED ALL ROUND**  
TYPE + BLEED AREA - 430mm x 307mm (Allow 30mm for the spine)

## HALF PAGE ADVERTS



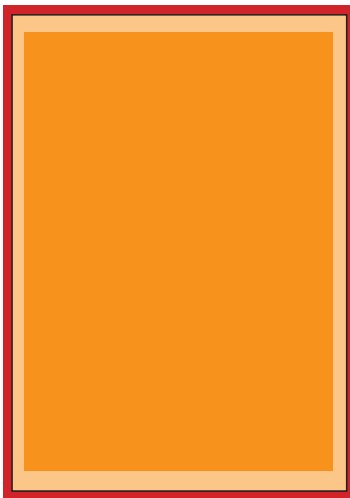
**FORMAT:**  
HALF PAGE (Landscape)

**DIMENSIONS:**  
180mm X 130mm  
TYPE AREA ONLY  
NO BLEED

**FORMAT:**  
HALF PAGE (Portrait)

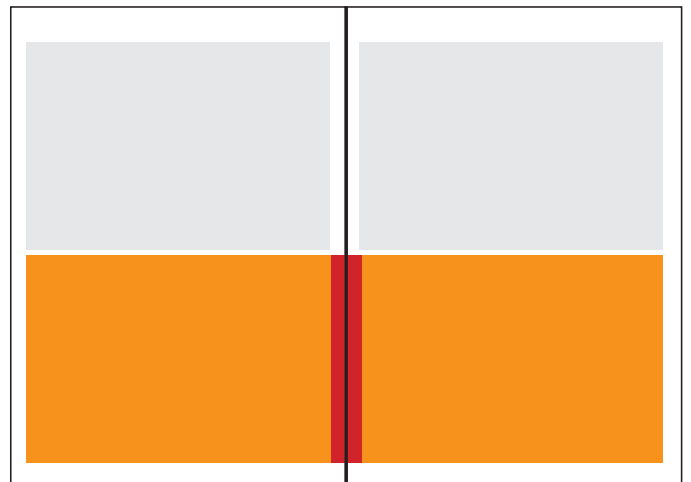
**DIMENSIONS:**  
87mm X 266mm  
TYPE AREA ONLY  
NO BLEED

## FULL PAGE



**FORMAT:**  
FULL PAGE (Portrait)

**DIMENSIONS:**  
210mm X 297mm  
**5mm BLEED ALL ROUND**  
TYPE + BLEED AREA  
220mm x 307mm



**FORMAT:**  
HALF PAGE DOUBLE (Landscape)

**DIMENSIONS:**  
390mm X 130mm (Allow 30mm for the spine)  
TYPE AREA ONLY  
NO BLEED

**PLEASE CHECK THIS SHEET CAREFULLY BEFORE SENDING ARTWORK:**

### COPY REQUIREMENTS:

- FORMATS:** We can accept:
- Press-ready PDF files.  
**This is our preferred format.**
  - EPS, hi-res TIFF and JPEG files.

**COLOUR:** Colours must be 4 colour process – CMYK (No RGB, Spot or Pantone Colours).

**FORMATS:** PDF: All fonts must be embedded in the file.

**IMAGES:** If supplying separately, images must be high resolution in JPEG Min 300dpi.

**TEXT:** If supplying separately, text must be supplied in an editable format. (for example in a Word document or Email)

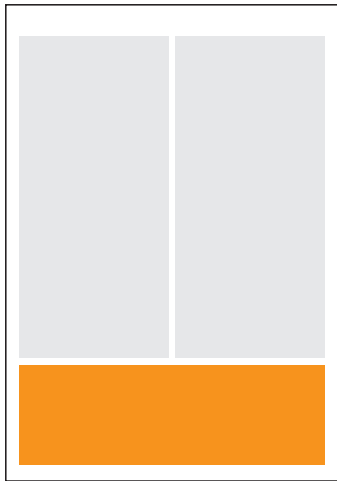
**BLEED:** NO bleed required on any advert EXCEPT FULL PAGE ADVERTS.



# ADVERT ARTWORK SPECIFICATION Continued...

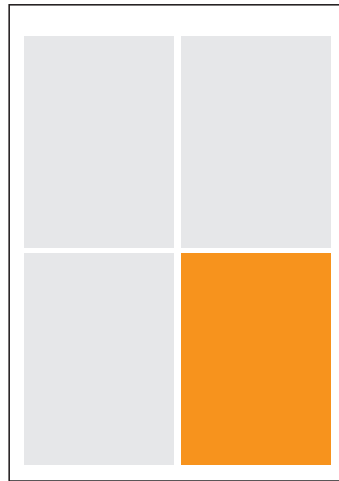
**IMPORTANT:** All dimensions are given in mm (millimetres) – width x height

## QUARTER PAGE ADVERTS



**FORMAT:**  
QUARTER PAGE (Landscape)

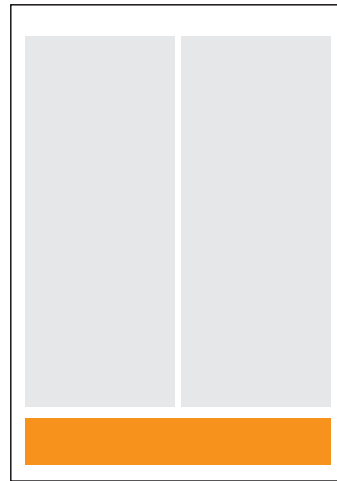
**DIMENSIONS:**  
180mm X 65mm  
TYPE AREA ONLY  
NO BLEED



**FORMAT:**  
QUARTER PAGE (Portrait)

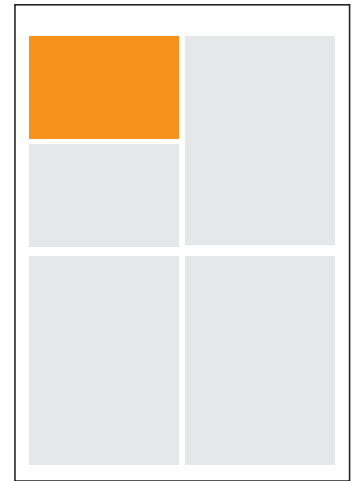
**DIMENSIONS:**  
87mm X 130mm  
TYPE AREA ONLY  
NO BLEED

## EIGHTH OF A PAGE ADVERTS



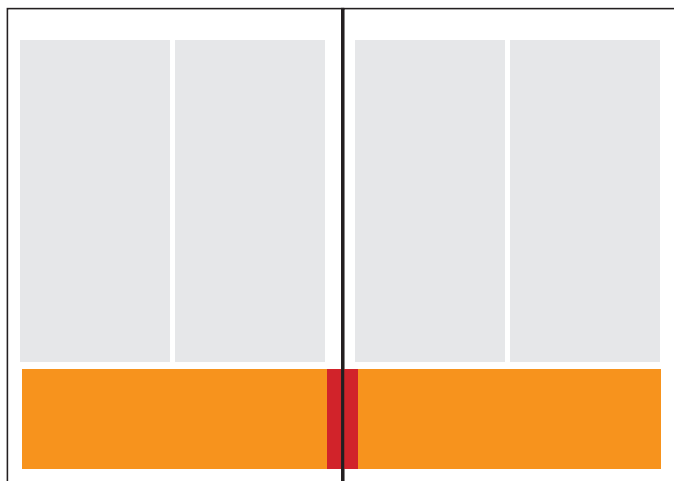
**FORMAT:**  
EIGHTH OF A PAGE (Landscape)

**DIMENSIONS:**  
180mm X 33mm  
TYPE AREA ONLY  
NO BLEED



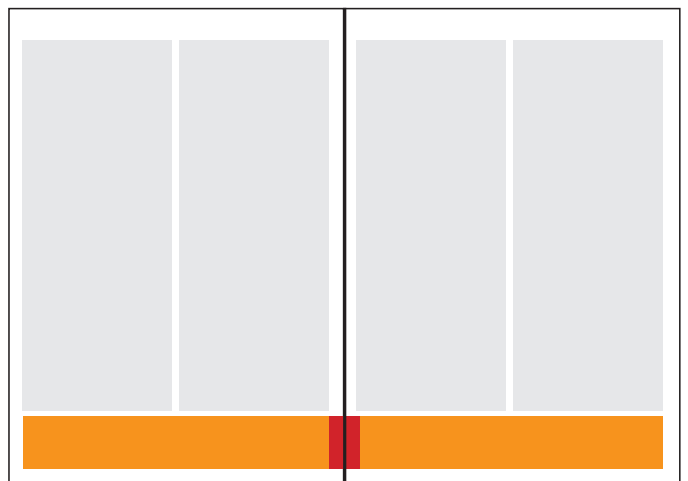
**FORMAT:**  
EIGHTH OF A PAGE (Business Card)

**DIMENSIONS:**  
87mm X 62mm  
TYPE AREA ONLY  
NO BLEED



**FORMAT:**  
QUARTER DOUBLE (Landscape)

**DIMENSIONS:**  
390mm X 65mm (Allow 30mm for the spine)  
TYPE AREA ONLY  
NO BLEED



**FORMAT:**  
EIGHTH OF A PAGE DOUBLE (Landscape)

**DIMENSIONS:**  
390mm X 33mm (Allow 30mm for the spine)  
TYPE AREA ONLY  
NO BLEED



# ADVERT ARTWORK SPECIFICATION Continued...

**IMPORTANT:** All dimensions are given in mm (millimetres) – width x height

## MATRIX ADVERTS

SMALL	90mm (w) x 50mm (h)
MEDIUM	90mm (w) x 115mm (h)

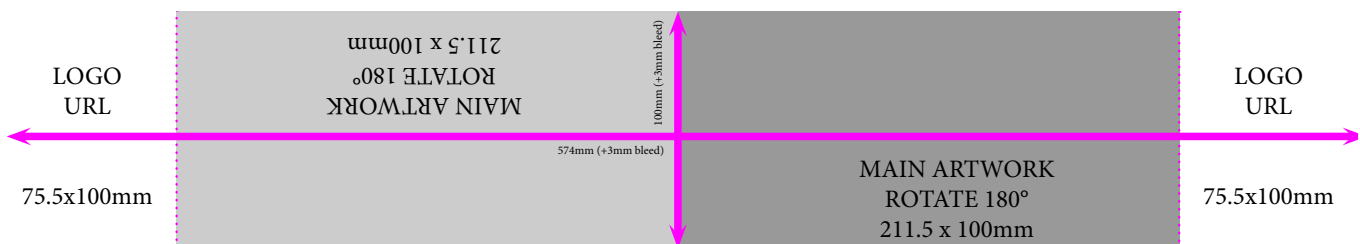
## YEAR PLANNER ADVERTS

SMALL	87mm (w) x 33mm (h)
MEDIUM	87mm (w) x 72mm (h)
LARGE (LANDSCAPE)	185mm (w) x 72mm (h)

## WALL MAP ADVERTS

SMALL	87mm (w) x 33mm (h)
MEDIUM	87mm (w) x 72mm (h)
LARGE (LANDSCAPE)	185mm (w) x 72mm (h)

## BELLY BAND



## ARTICLE REPRINT

Our magazine front cover, your editorial double page spread, back cover of either advert or additional editorial - 4 x A4 pages.

## INSERTS

Maximum weight 12g

## WEB BANNER ADVERTS (Please note, these are maximum sizes)

- Home Page Super Banner: 1240 pixels wide x 586 pixels high
- Banner Advert full: Landscape: 1160 pixels wide x 150 pixels high
- Banner Advert full: Skyscraper: 428 pixels wide x 1024 pixels high
- Banner Advert half: Landscape: 560 pixels wide x 150 pixels high
- Button Advert: 153 pixels wide x 100 pixels high



# ADVERT ARTWORK SPECIFICATION Continued...

**IMPORTANT:** All dimensions are given in mm (millimetres) – width x height

## 4-PAGE GATEFOLD

Gatefold 1 opens outwards from the right. Gatefold 2 is on the reverse of Gatefold 1 followed by Inside Front Cover.

To ensure the best reader experience, Gatefold 2 plus Inside Front Cover would be preferable to be designed as a spread.

All live elements should be 15mm inside the trim line

**FRONT COVER**  
207mm w x 297mm h  
plus 3mm bleed  
(213mm w x 303mm h inc bleed)

**GATEFOLD 1**  
197mm w x 297mm h  
plus 3mm bleed  
(203mm w x 303mm h inc bleed)

**GATEFOLD 2**  
197mm w x 297mm h  
plus 3mm bleed  
(203mm w x 303mm h inc bleed)

**INSIDE FRONT COVER**  
207mm w x 297mm h  
plus 3mm bleed  
(213mm w x 303mm h inc bleed)

