

# *Classified Advertising Specifications*

olive

Top Gear

delicious

Good Food

Radio Times

Gardeners' World

You & Your Wedding

Lonely Planet Traveller

Top Gear - New Car Buyers Guide



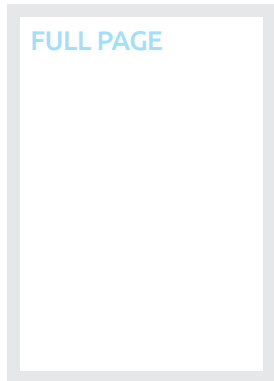
CLASSIFIED AD SPECIFICATIONS

Immediate Media Co.  
Version 1.12 March 2016

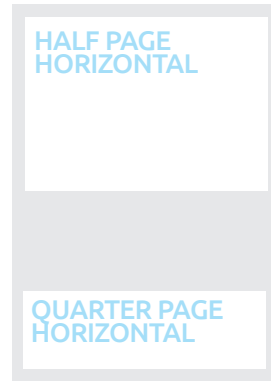
**IMMEDIATE  
MEDIA<sup>CO</sup>**

# Advertisement specification

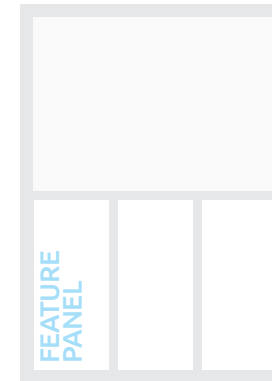
**CLASSIFIED DATA** (all sizes are in mm and stated height by width )



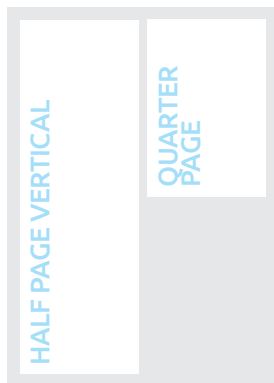
**FULL PAGE**  
Type Area 252x200



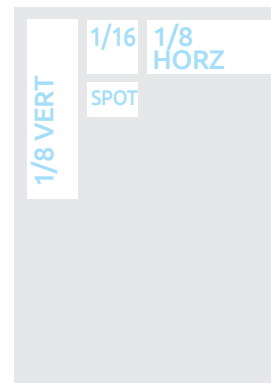
**HALF PAGE HORIZONTAL**  
Type Area 124x200  
**QUARTER PAGE HORIZONTAL**  
Type Area 60x200



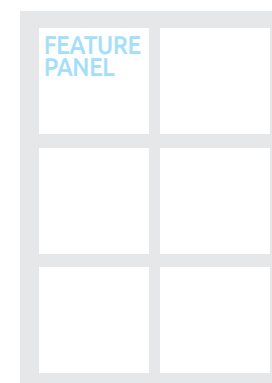
**LONELY PLANET TRAVELLER  
FEATURE PANEL**  
Text 70 words  
Logo & image 300dpi CMYK



**HALF PAGE VERTICAL**  
Type Area 252x98  
**QUARTER PAGE VERTICAL**  
Type Area 124x98



**EIGHTH VERTICAL**  
Type Area 124x47  
**EIGHTH HORIZONTAL**  
Type Area 60x98  
**SIXTEENTH**  
Type Area 60x47  
**SPOT**  
Type Area 28x47



**YOU & YOUR WEDDING  
FEATURE PANEL**  
Text 70 words  
Image 300dpi CMYK



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# File delivery

**File Formats:** All advertisements must be supplied as PDF X1a 2001 (version 1.3) files.

Trim marks, trim box and page information must be included.

All images must be 300 dpi and CMYK

Live matter must be at least 5mm from the trim

All fonts must be embedded

Colour Profile: ISOcoated\_v2\_300\_bas.ICC

Files of 8mb or less should be emailed to: [classifiedservices@immediate.co.uk](mailto:classifiedservices@immediate.co.uk) or direct to your Ad Services Co-ordinator.

Please contact us regarding alternative delivery methods.

## CLASSIFIED SERVICES

Immediate Media Co, Vineyard House, 44 Brook Green, Hammersmith, London W6 7BT  
Tel: 020 7 150 5077

Immediate Media Co will not accept responsibility for content or colour inaccuracies resulting from failure to provide files according to the above specification. We do not require a hard copy proof and any proofs supplied will not be passed on to the printer. Immediate Media Co will use all reasonable endeavours to minimise the impact of non-conforming files but will not accept responsibility for any failure to achieve the desired result.



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# Supplying complete copy

## What to supply

We can only accept complete copy that is supplied as a print-ready version 1.3 PDF.

Make sure that your file is supplied at the correct size for your booking (see ADVERTISEMENT SPECIFICATIONS), and that all images are 300dpi and CMYK (not RGB, spot or Pantone).

All transparencies must be flattened at high resolution and there must be no spot colours.

All fonts must be embedded or outlined and no True type fonts should be used.

We cannot accept Word, Powerpoint, Publisher, Corel Draw, Quark or InDesign as complete copy.

If you are intending to supply your advert in any of these formats, please first discuss it with your copy contact.

If the complete artwork supplied does not match our specifications, we reserve the right to manipulate or reset the advert to fit the correct specification.

All PDF files, disks and proofs should be supplied with copy instructions detailing which magazine the ad is booked into, date of insertion and supplier contact details.

## Checklist

The advert is a PDF Version 1.3

Dimensions are correct  
(see ADVERTISEMENT SPECIFICATIONS)

All images and colours are CMYK

All images are 300dpi

All fonts are embedded or outlined

Minimum 7pt for standard fonts

Any transparency is flattened at high resolution



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# Our setting service

## What we do

Our team can set an advert for you, with your input, from elements that you supply. With many years' experience, we are well placed to help you achieve what you want from your booking.

## What to think about

Do you have a specific idea in mind?

Do you want to promote services or a specific product, highlight a special offer, or a combination of these?

Send the text that you want to appear in the advert as an e-mail or a Word file. Think about what text to include - the language must be appealing to the reader.

Bear in mind that a cluttered advert is not easy to read - work on a rule of less is more. Do keep your content appropriate to the size you have booked. If you realise that you need more space, our Sales team are happy to help.

Any images and logos to be included must be provided at high resolution (300 dpi). Please outline how you would like the advert to appear.

Does your company have an established identity and website to reflect in your advertisement?

Do you have company branding? If you can give us the CMYK breakdown we can match your colours.

Which adverts have caught your eye in the magazine previously?

## What to supply

All images to be included at high resolution (300 dpi at final size and CMYK)

Any logos (300 dpi and CMYK)

All text

All contact details required for the advert

Any colour requests

Any font requests

Please read the terms and conditions. If you have any queries, please do give us a ring, our details are on the FILE DELIVERY page of this document.



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# Digital advertisement specification

MPU  
300 x 250

50k

Please send us your logo ( vector or png) and images (gif, jpg or png)

It's best to keep text to a maximum of 20 words.  
If you have any questions, please do contact us.

Double MPU  
300 x 600

50k

Leaderboard  
728 x 90

50k



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# 2016/17 Copy deadline Good Food

	<b>COPY DEADLINE</b>	<b>ON SALE</b>
<b>April 16</b>	22 February	31 March
<b>May 16</b>	29 March	28 April
<b>June 16</b>	26 April	26 May
<b>July 16</b>	31 May	30 June
<b>August 16</b>	28 June	28 July
<b>September 16</b>	1 August	1 September
<b>October 16</b>	30 August	29 September
<b>November 16</b>	28 September	28 October
<b>December 16</b>	8 November	8 December
<b>January 17</b>	25 November	29 December
<b>February 17</b>	27 December	26 January
<b>March 17</b>	31 January	2 March
<b>April 17</b>	1 March	31 March



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# 2016/17 Copy deadline Lonely Planet Traveller

	<b>COPY DEADLINE</b>	<b>FEATURE PANEL</b>	<b>ON SALE</b>
<b>May 16</b>	10 March	3 March	7 April
<b>June 16</b>	8 April	1 April	5 May
<b>July 16</b>	6 May	29 April	2 June
<b>August 16</b>	13 June	6 June	7 July
<b>September 16</b>	11 July	4 July	4 August
<b>October 16</b>	5 August	29 July	1 September
<b>November 16</b>	12 September	5 September	6 October
<b>December 16</b>	10 October	3 October	3 November
<b>January 17</b>	7 November	31 October	1 December
<b>February 17</b>	5 December	28 November	5 January
<b>March 17</b>	9 January	2 January	2 February

# 2016/17 Copy deadline Radio Times

Radio Times copy deadline is two weeks before on sale.  
For copy dates in November onwards, please contact us.



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# 2016/17 Copy deadline olive

	<b>COPY DEADLINE</b>	<b>ON SALE</b>
<b>April 16</b>	26 February	25 March
<b>May 16</b>	24 March	22 April
<b>June 16</b>	21 April	20 May
<b>July 16</b>	19 May	17 June
<b>August 16</b>	16 June	15 July
<b>September 16</b>	14 July	12 August
<b>October 16</b>	10 August	9 September
<b>November 16</b>	8 September	7 October
<b>Christmas 16</b>	6 October	4 November
<b>December 16</b>	3 November	2 December
<b>January 17</b>	29 November	30 December
<b>February 17</b>	29 December	27 January
<b>March 17</b>	26 January	24 February



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# 2016/17 Copy deadline You & Your Wedding

	<b>COPY DEADLINE</b>	<b>ON SALE</b>
<b>May/June 16</b>	19 February	24 March
<b>July/August 16</b>	27 April	2 June
<b>September/October 16</b>	23 June	28 July
<b>November/December 16</b>	25 August	29 September
<b>December/January 16</b>	13 October	17 November
<b>February/March 17</b>	29 November	5 January
<b>March/April 17</b>	19 January	23 February



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# 2016/17 Copy deadline delicious

	<b>COPY DEADLINE</b>	<b>ON SALE</b>
<b>April 16</b>	29 February	1 April
<b>May 16</b>	30 March	29 April
<b>June 16</b>	2 May	1 June
<b>July 16</b>	1 June	1 July
<b>August 16</b>	4 July	1 August
<b>September 16</b>	1 August	1 September
<b>October 16</b>	31 August	30 September
<b>November 16</b>	3 October	1 November
<b>December 16</b>	1 November	1 December
<b>January 17</b>	24 November	30 December



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# 2016/17 Copy deadline Gardeners' World

	<b>COPY DEADLINE</b>	<b>ON SALE</b>
<b>April 16</b>	26 February	25 March
<b>May 16</b>	30 March	26 April
<b>June 16</b>	26 April	31 May
<b>July 16</b>	20 May	29 June
<b>August 16</b>	24 June	27 July
<b>September 16</b>	26 July	25 August
<b>October 16</b>	24 August	23 September
<b>November 16</b>	23 September	25 October
<b>December 16</b>	24 October	23 November
<b>January 17</b>	24 November	28 December
<b>February 17</b>	26 December	25 January
<b>March 17</b>	23 January	22 February

# 2016/17 Copy deadline Top Gear

	<b>COPY DEADLINE</b>	<b>ON SALE</b>
<b>Awards 16</b> (281)	23 February	23 March
<b>May 16</b> (282)	22 March	20 April
<b>June 16</b> (283)	19 April	18 May
<b>July 16</b> (284)	17 May	15 June
<b>August 16</b> (285)	14 June	13 July
<b>September 16</b> (286)	12 July	10 August
<b>October 16</b> (287)	8 August	7 September
<b>November 16</b> (288)	6 September	5 October
<b>December 16</b> (289)	4 October	2 November
<b>January 17</b> (290)	1 November	30 November
<b>February 17</b> (291)	25 November	28 December
<b>March 17</b> (292)	27 December	25 January

# Terms & Conditions

A copy of our Ts&Cs can be accessed at: <http://www.immediatemediaco.uk/advertising-terms/>

## 1. Basis of Contract

1.1 In these Conditions, "Advertiser" shall mean either:

1.1.1 An advertising agency where an advertising agency is used. Where an advertising agency is used the relationship between Immediate and the agency is that the Order is and shall be treated as issued by the Advertiser as a principal and there shall be no contract between the Advertiser's client and Immediate, nor shall the Advertiser's client be able to claim upon the contract of the agency with Immediate; or

1.1.2 If no advertising agency any person, partnership or company and/or its agent placing orders for an insertion of an advertisement in the publication provided or commissioned by any company in the Immediate Media Company group ("Immediate") (the "Order").

1.2 The placing of an Order will be subject to these Conditions to the exclusion of all other terms and conditions, including any terms and conditions which the Advertiser purports to apply to any quotation, Order acknowledgement or any other document issued by the Advertiser.

## 2. Acceptance of the Advertisement and Booking Orders

2.1 Advertisements are accepted at Immediate's absolute discretion and subject always to the following conditions:

2.1.1 illustrations and other material provided by the Advertiser being in accordance with the standards and guidelines of Immediate;

2.1.2 space being available in the publication;

2.1.3 subject to the status of the Advertiser itself; and

2.1.4 where applicable, subject always to the provisions of condition 7 of these Conditions.

2.2 Advertisements must not contain any reference to Immediate or any associated company, product, brand or logo which is, in the sole opinion of Immediate, likely to imply that Immediate is sponsoring, endorsing or in any way connected with the Advertiser or the proprietors of other material contained in the advertisement.

2.3 Immediate reserves the right to refuse advertisements that in the sole opinion of Immediate are similar in any way to the editorial style of any Immediate publication.

2.4 Immediate has at its absolute discretion the right to omit, suspend or change the position of any advertisement accepted for insertion and the right to make any alteration it considers necessary or desirable in an advertisement, including repeating the most appropriate copy if necessary, or to require copy to be amended to meet its approval.

2.5 Any bookings made verbally by the Advertiser shall be conditional upon and subject to acceptance by Immediate pursuant to the conditions set out in this Agreement.

## 3. Content of Advertisements and Advertiser's Warranties

3.1 The Advertiser warrants it has the full power and authority to enter into and perform the terms of these Conditions and has not entered into any arrangement which in any way conflicts with these Conditions or inhibits restricts or impairs its ability to perform its obligations under these Conditions.

3.2 The Advertiser warrants that the placing of an Order for the insertion of an advertisement in any Immediate publication will:

3.2.1 comply with the Trade Description Acts of 1968 and 1972 (including any statutory re-enactment or modification thereof), The Financial Services Act 1986 and any other relevant legislation;

3.2.2 not contain any material that shall infringe any copyright, right of trademark, right of privacy, right of publicity or personality or another right of any other nature of any person, or be obscene or libelous or blasphemous or defamatory, and that the advertisements do not incorporate any third party source material, or otherwise legally actionable under any civil or criminal laws in force in any legal jurisdiction or which might bring Immediate into disrepute;

3.2.3 be legal, decent honest and truthful so as to comply with the British Code of Advertising Practice (for the time being in force), consumer protection legislation and other codes under the general supervision of the Advertising Standards Authority;

3.2.4 be no claims, demands, liens, encumbrances or rights of any kind in the advertisements resulting from any act or omission of the Advertiser, which can or will impair or interfere with the rights of Immediate, and that nothing contained in the advertisements, nor any use of it, will violate any right of any third party; and

3.2.5 where the Order applies in whole or in part to a BBC-branded title, comply with the relevant parts of the then current BBC Commercial Policy Guidelines which are available on request.

## 4. Reader Reply Service

4.1 Where Immediate provides a reader reply service for the benefit of its readers:

4.1.1 Immediate shall not be under any obligation to pass such enquiries onto the Advertiser.

4.1.2 Immediate shall not be responsible for any cost incurred by the Advertiser as a result of increased demand for its publicity materials, and accepts no liability for postal delays, loss of or damage to address labels in transit; and

4.1.3 Immediate shall from time to time at its discretion, pass on to the Advertiser personal data obtained from that service.

4.2 The Advertiser undertakes that it will comply with all relevant data protection legislation, including but not limited to the Data Protection Act 1988 when dealing with any such personal data, and will observe any restrictions regarding such personal data passed on to the Advertiser by Immediate.

## 5. Payments

5.1 Unless payment is to be made in advance, accounts shall be paid no later than the fifteenth date of the month following the invoice date. The existence of a query on any individual item in an account shall not affect the due date of payment of the balance of the account.

5.2 PPA registered agencies shall pay Immediate on the 28th of the month following the publication cover date.

5.3 Immediate reserves the right to charge interest on any monies due which shall be in arrears and unpaid. Such interest will be calculated upon the amount owing at a rate equivalent to 4% per annum above the base rate of HSBC Plc in the United Kingdom for

the time being in force.

5.4 Payments that are made in advance must be received by Immediate two weeks before copy deadline for the issue in question.

5.5 Any queries or disputes relating to any invoice issued by Immediate must be raised by the Advertiser within 6 weeks of receipt otherwise the invoice will be deemed accepted.

5.6 All gross advertising rates are subject to a 0.1% Advertising Standards Board of Finance surcharge, payable by Advertisers. When Orders are placed by advertising agents the agency will be responsible for collecting and paying these surcharges. Where direct advertising is placed Immediate will collect the surcharge and transmit the same to the Advertising Standards Board of Finance.

5.7 Advertisement rates are subject to increase at any time without notice to the Advertiser. Advertisers have the option to cancel without surcharge or continue at the revised rates

5.8 Where the Advertiser has undertaken to supply material for the advertisement and such material has been accepted by Immediate, we reserve the right to charge the full rate agreed for the advertisement/insert if such material fails to arrive at the agreed time, place or in suitable condition for insertion and in the case of advertisements to repeat the most appropriate copy. Copy must be supplied without prompting by Immediate.

5.9 Immediate reserves the right to request mail order advertisers to complete an 'Advertisers undertaking' this is available on request from Immediate. Further, Immediate have the right to request a credit search on the Advertiser (this will be a

search on the Advertiser's business whether the business be a company, sole trader or partnership) in order to determine whether to continue with the Advertiser's Order

5.10 Charges will be made to the Advertiser where the printers are involved in extra production work owing to acts or defaults of the Advertiser.

## 6. Liability and Indemnity

6.1 Immediate will not be liable for any loss or damage direct or consequential, occasioned by error in the insertion of or omission to insert any advertisement, or for late or early publication of an advertisement, and/or the magazine or failure to perform any other obligation whether occasioned by negligence, or otherwise save in cases occasioned by the direct negligent act of Immediate in which case compensation may be negotiated up to a maximum of the cost of the space.

6.2 The Advertiser shall indemnify Immediate against any claim, cost, loss, damage, and/or expense that Immediate may incur as a direct or indirect consequence of Immediate publishing the advertisement in accordance with the copy instructions supplied by the Advertiser. In any case where a claim is made against Immediate and where an Advertiser may ultimately be liable under the terms hereof, notice in writing shall be given to the Advertiser in order that consultation shall take place before any expense is incurred or the claim settled, defended or otherwise disposed of to the Advertiser's detriment. 6.3 Immediate will not be liable for any damage or loss of any material supplied for the purposes of an advertisement caused by negligence or otherwise.



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**MEDIA**<sup>CO</sup>

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6.3 Immediate will not be liable for any loss or damage direct or consequential, occasioned by error in the positioning of or omission to publish any Advertisement or for late publication of an Advertisement or failure to perform any other obligation whether occasioned by negligence or otherwise.

6.4 Immediate will not accept any responsibility for loss of circulation or ineffectiveness of any advertisement owing to circumstances beyond its direct control.

6.5 Any matter of complaint arising out of the publication of an advertisement must be raised in writing with Immediate.

7. Advertising in BBC-branded titles

7.1 An advertisement intended for publication in a BBC-branded magazine (or on a BBC-branded website, app or other product or service) shall be accepted by the Publisher subject always to the following conditions:

7.1.1 illustrations and other material provided by the Advertiser must be in full compliance with all editorial and commercial standards and guidelines of the BBC and/or BBC Worldwide as appropriate, including but not limited to the specific restrictions in respect of the BBC's intellectual property and references in advertising to BBC performing talent; and

7.1.2 the advertisement may not contain any reference to the BBC nor imply any support, endorsement or connection between any or all of the Advertiser, the product or service being advertised and the BBC.

7.2 Where the Order applies wholly or in part to a BBC-branded title, Immediate shall be entitled at its discretion to assign or license the whole or any part of its rights under these Conditions to the BBC or to

any BBC subsidiary, and in such event all of the representations, warranties and undertakings on the part of the Advertiser contained in these Conditions shall inure for the benefit of the BBC and with effect from the date of such assignment or licence, Immediate shall have no further liability to the Advertiser.

8. Ad-setting service

8.1 Where the Publisher offers to the Advertiser at the Publisher's absolute discretion a basic ad-setting service and the Advertiser elects to use such service, it may be used only in conjunction with the specified Booking Confirmation and the resulting advertisement may be published only in the Publisher's magazine titles.

8.2 The Advertiser must supply copy in accordance with the Publisher's specifications and Copy Deadline.

8.3 The Advertiser hereby warrants and undertakes that it is the rights holder or official licensee of all logos, images, marks and text used in the Advertisement. Should the Advertiser wish Publisher to use any font for which the Publisher does not already hold a valid licence, the Advertiser shall be responsible for providing said font and proof of licensed rights to use the same for the purpose of creating its advertisement.

8.4 The Advertiser must supply clear instructions as to how copy should be used and laid out in the advertisement space booked.

8.5 Where the Advertiser wishes to use the ad-setting service to update previously-run or archived Advertisements, it is the Advertiser's responsibility to contact the Publisher before the Copy Deadline to request such changes and the Publisher will accept the request at its discretion, taking into account the work required,

technical restrictions, the Publisher's existing commitments and the time remaining before deadline.

8.6 The ad-setting service does not include proof-reading, copywriting, branding work or marketing advice.

8.7 The ad-setting service is limited to two sets of author amendments and amendments beyond this entitlement shall be subject to a Publisher's fee.

8.8 The Publisher will provide a low resolution PDF proof of Advertisements created using this service to Advertisers for approval, and if the Advertiser does not respond by the date specified in the proofing correspondence, approval will be deemed given.

9. Cancellation

9.1 All cancellations of Orders must be in writing in accordance with condition 8.5 below. Immediate will not be bound by notice of stop orders, cancellations or transfers of advertisements received less than eight weeks Radio Times or other weekly publications or twelve weeks for monthly publications before the date of insertion.

9.2 If an Advertiser cancels the balance of a contract (except in the circumstances set out in condition 4.7) they relinquish any right to any series discount to which they were previously entitled and those advertisements received less than eight weeks before the date of insertion.

10. Termination

10.1 Immediate shall have the right to terminate these Conditions upon the giving of written notice to the Advertiser in the event of any of the following events:

10.1.1 if the Advertiser commits any material breach of its obligations under these Conditions which, in the

case of a breach capable of remedy, is not remedied within 10 days of service of a notice specifying the breach and requiring it to be remedied;

10.1.2 if the Advertiser holds any meeting with or proposes to enter into or has proposed to it any arrangement or composition with its creditors (including any voluntary arrangements as described in the Insolvency Act 1986); has a receiver, administrator, or other encumbrancer take possession of or appointed over or has any distress, execution or other process levied or enforced (and not discharged within 7 days) upon the whole or substantially all of its assets; ceases or threatens to cease to the meaning of Section 123 of the Insolvency Act 1986;

10.1.3 if the Advertiser undergoes a change of Control (and for the purposes of this condition 8, 'Control' has the meaning specified in Section 416 of the Income and Corporation Taxes Act 1988).

10.2 Termination of these Conditions for whatever cause shall not cancel any indebtedness of the Advertiser to Immediate under these Conditions and shall be without prejudice to any rights of Immediate accrued before termination.

11. General

11.1 These Conditions set out the entire agreement and understanding between the Advertiser and Immediate in connection with the sale of advertisements to Immediate and shall supersede and replace all documentation previously issued by the Advertiser purporting to set its terms and conditions of the sale of the advertisements.

11.2 If at any time one or more of the conditions of the Conditions is held to be or becomes void or otherwise

unenforceable for any reason under applicable law, the same shall be deemed omitted from the Conditions and the validity and /or enforceability of the remaining provisions of the Conditions shall not be affected or impaired as a result of that omission.

11.3 Neither party is appointed nor authorised to act as the legal agent of the other and, save as expressly set out in these Conditions neither shall make any commitments or representations on behalf of the other. Neither party is the partner of the other and no partnership is created by these Conditions.

11.4 Immediate shall be entitled to assign or license the whole or any part of its rights under these conditions to any of its group companies (including but not limited to any holding or subsidiary company as defined by section 1159 of the Companies Act 2006). In such event, all representations, warranties and undertakings shall inure for the benefit of the assignee or licensee with effect from such assignment or licence and Immediate shall have no further liability to the Advertiser.

11.5 Any notice given under these Conditions must be in writing and sent by registered post or sent by facsimile transmission to The Credit Manager – see address below (8.6.1) with a copy sent to the Advertising Manager – Immediate Media Company London Limited, Media Centre, 201 Wood Lane, London W12 7TQ. Notices shall be deemed received at the expiration of 3 business days if delivered by registered post or at 10 hours am local time of the recipient on the next business day following dispatch is sent by facsimile. To prove service of any notice it shall be sufficient to show in the case of a notice served by post that the same was duly addressed

prepaid and posted in the manner set out above. In the case of a notice given by facsimile transmission, it shall be sufficient to show that it was dispatched in a legible and complete form to the correct telephone number without any error message provided that a confirmation copy of the transmission is sent to the recipient by post in the manner set out above. Failure to send a confirmation copy will invalidate the service of any facsimile transmission.

11.6 Advertisers must inform Immediate within 5 working days of any change in address of their place of business and / or a change of address in their advertising clients. Notice of such changes to be sent to: The Credit Manager, Immediate Media Company Limited, Media Centre, 201 Wood Lane, London, W12 7TQ.

11.7 The Advertiser may not set off any claims against any monies payable to Immediate under these Conditions unless agreed beforehand in writing with Immediate.

11.8 Any variation to these Conditions must be in writing and agreed by the parties.

11.9 No failure or delay by any party in exercising its rights under these Conditions will operate as a waiver of that right nor will any single or particular exercise by either party of any right procedure any further exercise of any other right.

11.10 These Conditions and any dispute or claim arising out of or in connection with it shall be governed by and be construed in all respects in accordance with English law. All disputes or claims arising out of or correlating to these Conditions shall be subject to the exclusive jurisdiction of the English courts to which the parties irrevocably submit.



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