

# GREAT BRITISH FOOD

**OUR PREFERRED FORMAT  
FOR SUPPLY ADS IS A HIGH  
RESOLUTION PDF**

## FILE TYPE AND SPECIFICATION

**High Resolution PDFs** - All fonts to be embedded / and pics CMYK and above 266dpi

**Quark documents** - up to Quark version 8

## IMAGE FILES:

**Photoshop EPS** - Need to be CMYK (not rgb) and a Minimum of 266dpi at ACTUAL SIZE USED. Saved with Mac 8 bit / Binary - Do NOT Jpeg encode. Clipping Paths to 0.2 flatness

**JPEG** - Need to be CMYK (not rgb) and a Minimum of 266dpi at ACTUAL SIZE USED. Save at maximum quality 9 or above.

**TIFF** - Need to be CMYK (not rgb) and a Minimum of 266dpi at ACTUAL SIZE USED Mac format (not PC) - do not compress

**Illustrator EPS** - Please outline all fonts and make sure colours are CMYK, and any images attached to file are also supplied.

**Microsoft Word - We can accept this kind of file for TEXT ONLY - Any layout or colours maybe lost when transferring to mac format.**

## ACCEPTED MEDIA

**Email** - We have a capacity for emails, limited to 15MB OR LESS. Please include magazine title, issue and your company name in subject box.

**CD/DVD** - Please send CD burnt to Mac format or Mac/PC Hybrid. (if sending a Quark file please ensure all fonts and pictures are included on the CD). N.B - fonts must be Mac format

When sending supplied artwork via post please include a printout of the finished advert for reference.

## ADVERTISEMENT SIZES (Width x Height)

### FULL PAGE

**Trim Size (the size your document needs to be set up as) - 203mm x 278mm**

Bleed Size - 213mm x 288mm

### HALF PAGE

Landscape - 183mm x 122mm

Portrait - 89mm x 248mm

### QUARTER PAGE

Portrait - 89mm x 122mm

### EIGHTH PAGE

Landscape - 89mm x 59mm

### SIXTEENTH PAGE

Portrait - 42mm x 59mm

### CLASSIFIED

Single Column - 42mm x height in cms

Double Column - 89mm x height in cms

**NOTE:** Please leave sufficient space between the text and the edge of the advert (especially Full Page and Bleed Adverts) preferably 5mm. This is to reduce the risk of losing any text when the page is printed.