

# PRINTED ADVERT SPECIFICATION

## Handbook

Trim size 240mm x 165mm

**PLEASE NOTE:** When designing your artwork for full page or DPS sizes, please take special care to ensure that company logos, contact details or any other important information is kept within the copy area. If your artwork has any important elements close to the trim line, you may be asked to resupply it.

### DOUBLE PAGE SPREAD (DPS) SIZES:

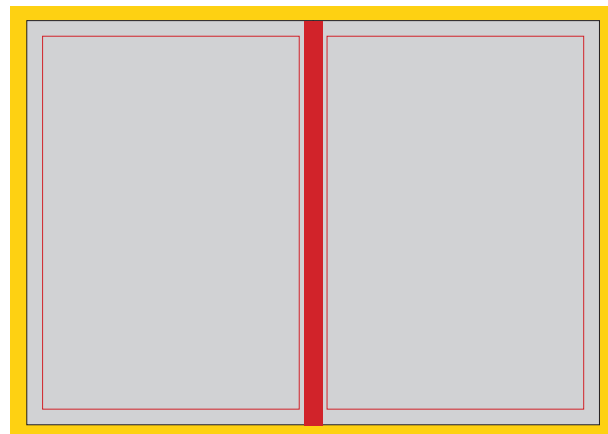
When designing a DPS advert, allowance must be made for some loss of image due to binding. Please contact the ad design team to ascertain required allowance for each specific publication.

**ARTWORK:** Please supply all artwork via email, designed to the correct dimensions above as a high resolution (300 dpi) PDF with all colours converted to CMYK and all fonts embedded.

Maximum ink coverage (TAC) should not exceed 320% across the 4 colour channels. Black text should always use a single colour black to avoid mis-registration issues.

**ONLINE ONLY EDITIONS:** no gutter allowance is necessary, all other measurements apply.

**Please contact the ad design team if you have any questions.**



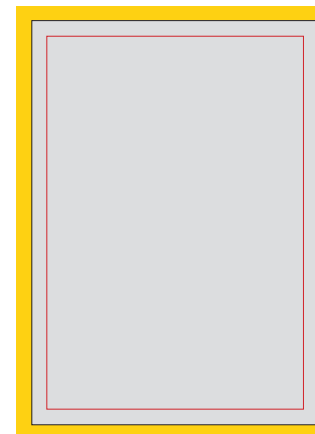
### DOUBLE PAGE SPREAD (DPS)

Trim size: H 240mm x W 330mm

Bleed size: H 246mm x W 336mm

Copy area: H 216mm x W 306mm

Please leave adequate space either side if text crosses the gutter for copy area (min 14mm each side).

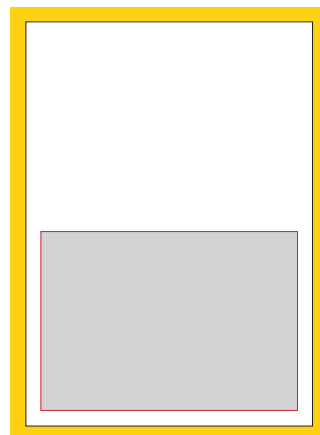


### FULL PAGE

Trim size: H 240mm x W 165mm

Bleed size: H 246mm x W 171mm

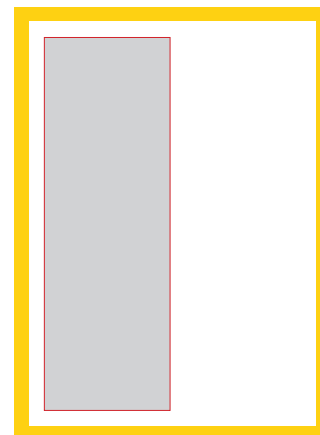
Copy area: H 216mm x W 141mm



### 1/2 Landscape

H 105mm x W 141mm

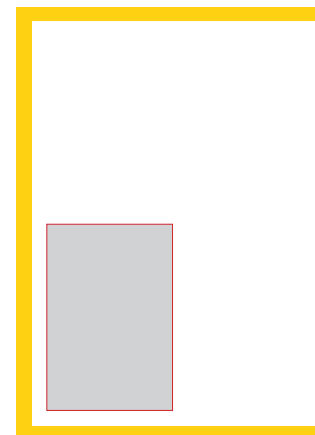
No bleed



### 1/2 Portrait

H 216mm x W 68mm

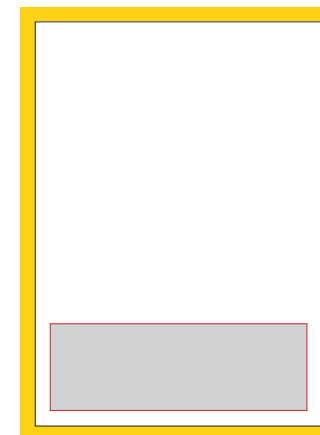
No bleed



### 1/4 Portrait

H 105mm x W 68mm

No bleed



### 1/4 Landscape

H 50mm x W 141mm

No bleed