
Advertising Specifications

Dear Advertiser

In order that the inclusion of your advertisement in the magazine is problem free, please ensure that when supplying artwork the following check list is adhered to. By following these instructions you will help to ensure that your advert appears correctly.

GUIDELINES

PDF files –

All artwork to be supplied as **Press Ready PDF files** where possible.

Fonts: All fonts must be embedded with the PDF.

Images: Please ensure all TIFF, JPEG and EPS files used within the artwork are **CMYK** colour mode, not RGB. Please make sure TIFF files do not utilise LZW compression and all images are **high resolution (300dpi)**.

PDF Settings: All artwork should be exported using **Press Quality**.

Full Page Bleed advert - Please apply cropmarks and 3mm bleed see page 3.

Photoshop files –

All files must be sent as **high resolution 300dpi or above** in **CMYK** colour mode, and saved as TIFF, JPEG or EPS.

Illustrator files –

All files must be sent as **high resolution 300dpi or above** in **CMYK** colour mode, with all fonts converted to outline and saved as EPS.

Email completed artwork to: helen@npdesignprint.co.uk

(should artwork be too large for email, please send via WeTransfer.com)

Need help designing your advert?

We offer a design service with prices starting from £35.00

contact jon@npdesignprint.co.uk for more information

Advertising Specifications

FULL PAGE BLEED ADVERT

Trim size: W 210mm x H 297mm

Size including 3mm bleed: W 216mm x H 303mm

Safe type area: W 200mm x H 287mm



BLEED AREA
Please supply
artwork with
3mm bleed
on all edges



**SAFE TYPE
AREA**
Please keep
all text
elements
5mm away
from the
edge of
the page

297mm

210mm

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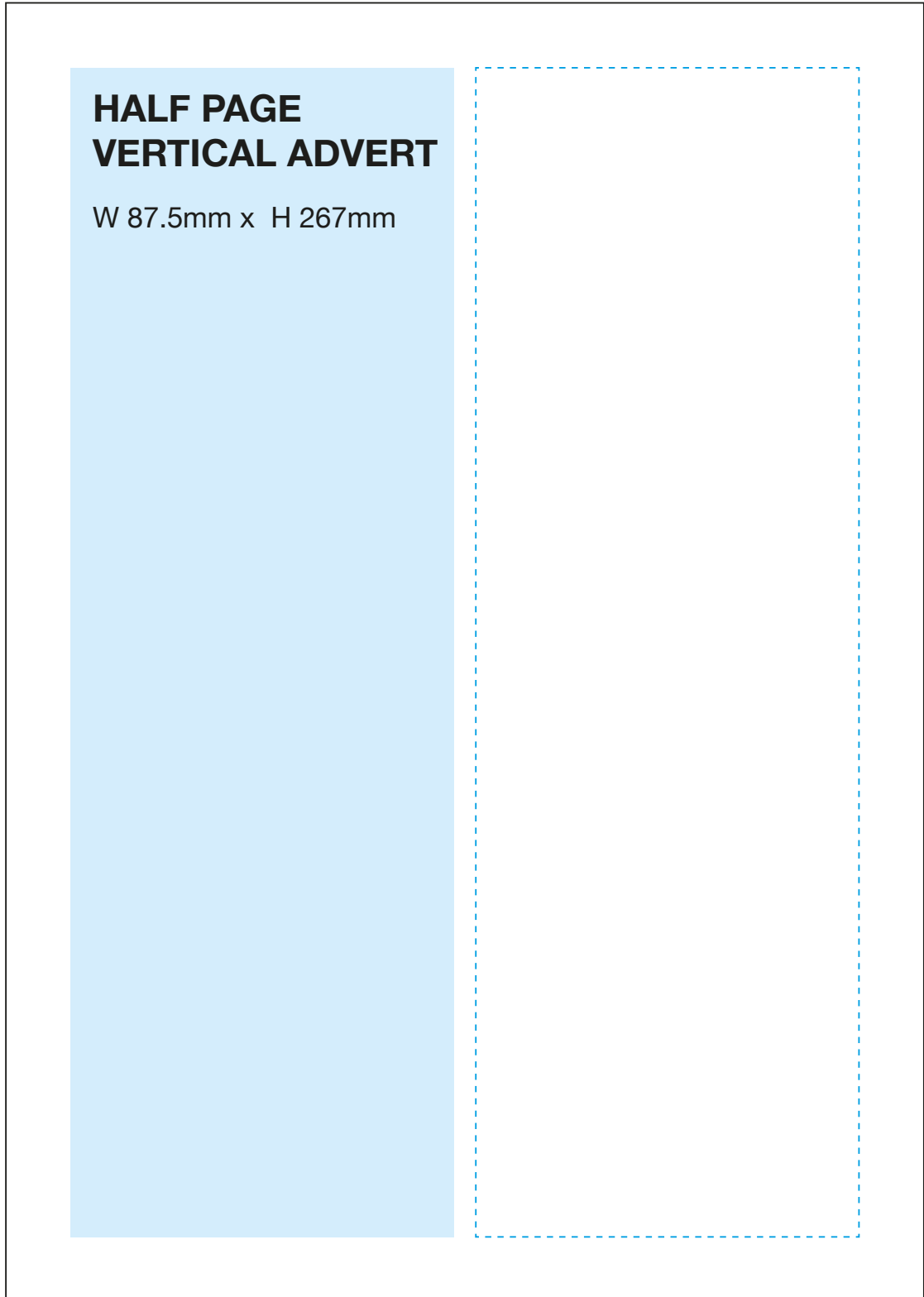
FULL PAGE ADVERT

W 180mm x H 267mm

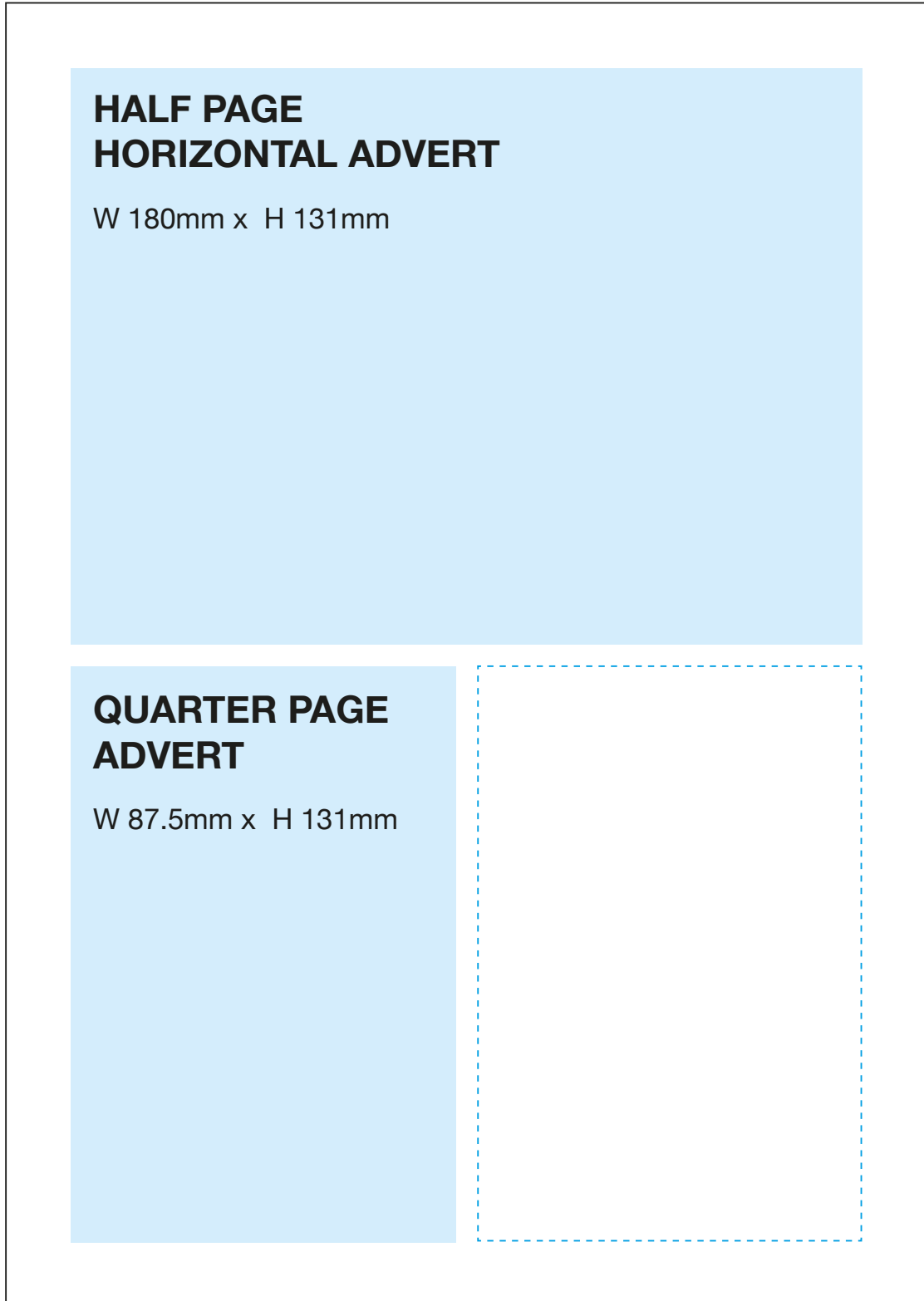
297mm

210mm

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**HALF PAGE
HORIZONTAL ADVERT**

W 180mm x H 131mm

**QUARTER PAGE
ADVERT**

W 87.5mm x H 131mm

297mm

210mm