LUXURY LONDON LIVING
FABRIC

Third Party Advertising Page Specifications

Refer to end of document for advertisement sizes

A high resolution pass4press PDF needs to be supplied.

Please send all artwork to Heidi Pomfret via email (heidi@hattoncollective.com). Please note, if your file is over 4MB it may bounce due to size restrictions. In this instance please use external file transfer links such as 'We Transfer'.

Digital File Format Creation - PDF to conform to pass4press

• PDF files to be supplied as composite CMYK

• Files must not contain any transparent elements

• Files must be submitted as single pages (including DPS adverts)

• Files must contain a trim box (set to the trim size of the magazine)

• Pages must be created to include 3mm bleed when required. Files must contain crop marks. Crop marks must be **outside** the bleed area.

• Files must be CMYK format and have all fonts embedded

• Files should not contain any TrueType or Multiple Master fonts, nor pseudo bold fonts, JPEG images or copy dot scan elements

• Image resolution: all images contained within the PDF must be high resolution, ie original resolution 300dpi at 100%. The effective resolution at the size it is scaled to on the page should be 300dpi. We must be notified if the resolution of an image is supplied intentionally lower than 300dpi

Design Considerations

• Fine Lettering: keylines, box rules, small type matter and detail should be produced in one colour only to guarantee registration and clarity. Black lines should be 100% with no other colour, and a minimum thickness of 0.2mm.

• Reversed Lettering: reversals should be made using a minimum of colour. Type matter or detail smaller than 8ptshould be reversed out of one colour only. When reversals are required out of two or more colours, the dominant Cont.

colour should be used for the shape of the lettering, the lettering in the subordinate colours being made slightly larger to reduce register problems.

•Tint, Tabs or Special Colour Background: when a common colour background is required for several pages or parts of a feature, careful consideration should be given to the use of one, or at most two, colour(s) to enable consistency to be maintained across all areas. Where multiple colours are used a variation may occur due to tracking compromises on press.

• Rules, Banners, Borders and Text: fine lines, banners, borders and text running across a DPS may not align exactly due to folding tolerances (± 3mm in any direction). Text that reads across a spread needs to be at least 5mm clear from the gutter. It is inadvisable to run images across the gutter if the 'subject of interest' is in the spine area.

• Ghosting/Tracking: a large area of print in the web direction of travel will take more water and ink than a narrow bandof print. Ghosting is an un-intended faint printed image caused by problematic inking/design conditions. Care should be taken to ensure that 'picture frame' or grid designs are avoided whenever possible.

• Overprint/Knockout: all file creation settings will be honoured. For a solid black density an additional 40% cyan shouldbe laid behind the black.

• Bleeds and Live Matter: all images or tints that bleed should have a minimum of 3mm excess outside the trim area (head, foot and foredge). For cover pages of stitched products it is preferred the bleed be increased to 5mm on the foredge. Live matter or illustrative material not intended to bleed must be kept 5mm from the trimmed edges.

If you have any queries regarding these specifications, please contact:

Email: heidi@hattoncollective.com

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PLEASE SUPPLY YOUR THIRD PARTY ADVERTS
AT THE FOLLOWING SIZES:

FULL PAGE AD

TRIM: H297mm x W215mm

TYPE: H268mm X H191mm

BLEED: Trim + 3mm
Text/logos should not be placed less than 10 mm away from edge of trim.

DOUBLE PAGE SPREAD AD

Please supply your DPS as two single pages. (as above)
Text/ logo should not be placed less then 5 mm
from edge of trimmed page type/ graphics can go across centre spine if required
Large etc (but not text)

COVER POSITION ADS
Inside Front, Inside Back and Back Cover positions require bleed be increased to 5mm.
Live matter or illustrative material not intended to bleed must be kept 5mm
from the trimmed edges.

FULL PAGE TRIM: H297mm x W215mm
SAFE TYPE AREA: H268mm X H191mm
BLEED: Trim + 5mm all sides

Final mag trim size 297 mm deep +3mm bleed (+5mm for cover positions)

Trim H: 297mm

QUARTER PAGE AD

10mm

Trim height 129 mm

Trim width 92.5mm

10mm

PLEASE SUPPLY YOUR ADVERTS AT THE FOLLOWING SIZES:

QUARTER PAGE AD:

NO BLEEDING OBJECTS.
TRIM: H129mm X W92.5mm

Rule border around advertisement preferable but not essential

HALF PAGE AD

HALF PAGE AD:

NO BLEEDING OBJECTS
TRIM: H129mm x W195mm

Rule border around advertisement preferable but not essential

Trim height 129 mm

Trim width 195mm

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