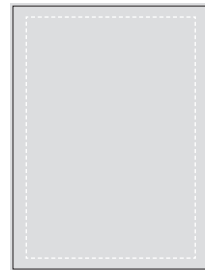


Magazine Advertising Specifications



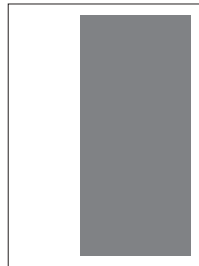
Double Page Spread
412mm x 277mm (trim)
418mm x 283mm (with bleed)
384mm x 254mm (live area)



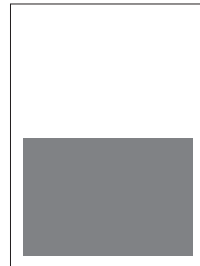
Full Page, Bleed
212mm x 283mm (with bleed)
206mm x 277mm (trim)
178mm x 254mm (live area)



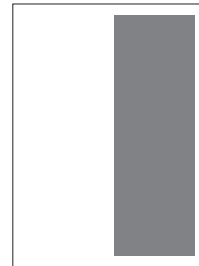
DPS 2/3 Page Horizontal
412mm x 97mm (trim)
418mm x 103mm (with bleed)
384mm x 85mm (live area)



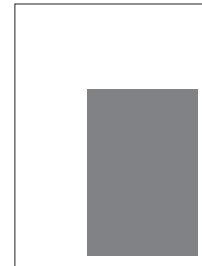
2/3 Page Vertical
116mm x 254mm



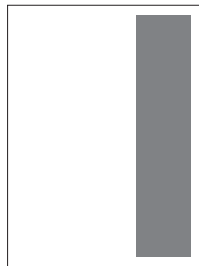
1/2 Page Horizontal
178mm x 124mm



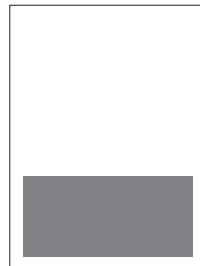
1/2 Page Vertical
85mm x 254mm



1/2 Page Portrait
116mm x 176mm



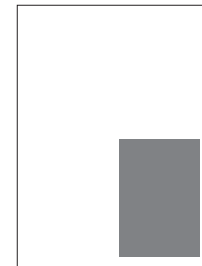
1/3 Page Vertical
57mm x 254mm



1/3 Page Horizontal
178mm x 85mm



1/4 Page Horizontal
178mm x 63mm



1/4 Page Portrait
85mm x 124mm

■ Advert ■ With bleed Trim

Preferred File Format

- Acrobat PDF - high resolution/press optimized with all fonts embedded.
- All RGB and spot colors should be converted to CMYK.

Other Accepted File Formats

- InDesign - include all corresponding fonts, graphics and images for output.
- Photoshop - tiff, eps or jpeg format, 300 dpi, CMYK.
- Illustrator - include all corresponding fonts, graphics and photos for output.

Graphics/Images

- Please save image files as either a TIFF or EPS, with a resolution of at least 300 dpi and in CMYK format.
- RGB and spot colors should be converted to CMYK.

Proof

- When emailing the artwork, please attach a low-resolution pdf for proofing purposes.

How to send artwork

- Artwork should be supplied via email to: clare.broadway@halldale.com with a copy sent to david@halldale.com

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