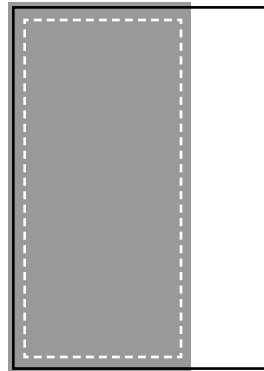


DEALER SUPPORT

Advertising Specifications

If you have any questions regarding the supply of artwork, please contact: production@intelligentmedia.com or call 0203 794 8555 and we'll be happy to help.

Front Cover

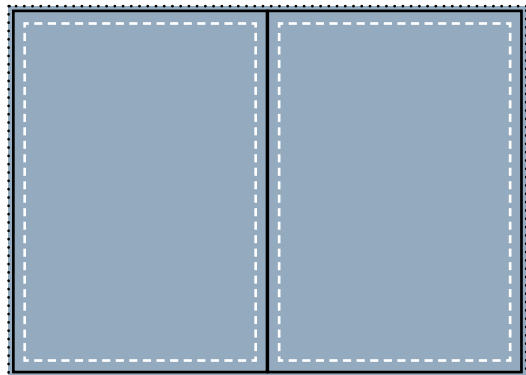


TRIM:
146mm wide x 297mm high

BLEED:
152mm wide x 303mm high

SAFE:
All text should be 1cm from the edge of your advert

Double Page Spread (DPS)

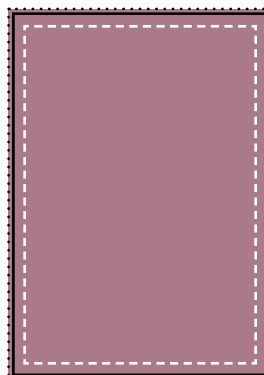


TRIM:
420mm wide x 297mm high

BLEED:
426mm wide x 303mm high

SAFE:
All text should be 1cm from the edge of BOTH pages

Full Page



TRIM:
210mm wide x 297mm high

BLEED:
216mm wide x 303mm high

SAFE:
All text should be 1cm from the edge of the page

LABEL KEY

- BLEED:**
 - Each outer edge of all full page artwork requires 3mm of bleed to avoid any white space remaining when the paper is cut.
- TRIM:**
 - This is the size of the final publication.
- SAFE:**
 - The area all text and feature images should be placed within to avoid the artwork appearing unbalanced or being concealed in the binding of the publication.

TOP TIPS

- The ideal file format to send us your artwork in is PDF. However, we will also accept EPS or TIFF files.
- Your artwork should be of high resolution, preferably more than 300DPI.
- Please allow a 3mm bleed on all sides of your artwork. This is the margin that we need when trimming prints.
- Please make sure that all the text on your artwork is at least 1cm from the edge of your design.
- Please convert all fonts in your artwork to outlines to ensure compatibility.
- Make sure your images are in CMYK colours (full colour), not RGB for example.

Half Page (horizontal)

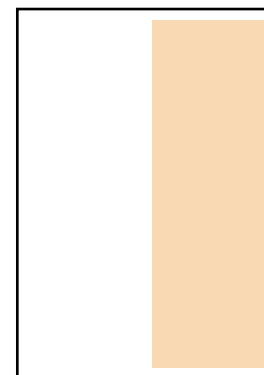


SIZE:
190mm wide x 136mm high

BLEED:
Not required

SAFE:
We place artwork with 1cm of white space on each side

Half Page (vertical)



TRIM:
92mm wide x 277mm high

BLEED:
Not required

SAFE:
We place artwork with 1cm of white space on each side