

Magazine Advertising Guidelines

Magazine advert specifications

We do not require crop marks on any artwork. We only ask that the image is provided to the **exact** size. You may design your own keyline within this size if you wish. Alternatively on the adverts with white backgrounds, we apply a thin (.25pt) black keyline once inserted into the publication.

- All advertisement copy should be sent via email attachment or download link.
- Please ensure where possible any fonts have been embedded/outlined.

Advert copy should be provided in any of the following formats:

- PDF (high resolution)
- HTML5
- Min res: 300dpi RGB colour mode

Your extra branding



From a laptop or PC readers can browse your content with a click of the mouse or a swipe of their screen. However, content is delivered responsively to whatever device and screen size you are using so readers can engage with your brand seamlessly from their mobiles and tablets.



To take full advantage of those readers using mobile devices you get the opportunity to provide alternative ad sizes at no additional cost further extending your reach.

Please provide as a Jpeg or Gif in each of the following sizes along with the URL you would like them linking to:

300px X 250px
320px X 50px
728px X 90px

Proofs

Proofs of adverts will not be provided, unless we need to make changes to your artwork, or if we are designing your advert in-house.



Full Page

Size: 210 x 297mm
Resolution: 300dpi
Colour: RGB
Format: PDF / HTML5



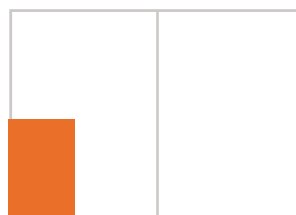
Half page horizontal

Size: 210 x 142mm
Resolution: 300dpi
Colour: RGB
Format: PDF / HTML5



Half page vertical

Size: 100 x 297mm
Resolution: 300dpi
Colour: RGB
Format: PDF / HTML5



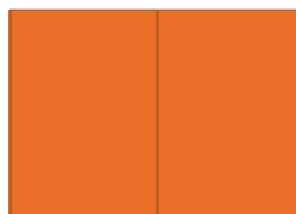
Quarter page vertical

Size: 100 x 144mm
Resolution: 300dpi
Colour: RGB
Format: PDF / HTML5



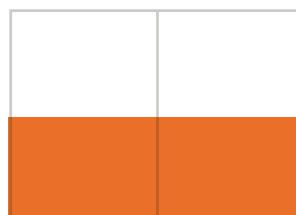
Quarter page horizontal

Size: 210 x 67.5mm
Resolution: 300dpi
Colour: RGB
Format: PDF / HTML5



Double page spread (DPS)

Size: 420 x 297mm
Resolution: 300dpi
Colour: RGB
Format: PDF / HTML5



Half DPS

Size: 420 x 146mm
Resolution: 300dpi
Colour: RGB
Format: PDF / HTML5



Quarter DPS

Size: 420 x 82mm
Resolution: 300dpi
Colour: RGB
Format: PDF / HTML5