

## Advertising Copy Requirements

### Artwork submission:

We can accept Print Compliant PDF or 300dpi JPG files with 3mm bleed and trims marks included. Please do not supply Photoshop-saved PDF files. PDFs need to be exported using Acrobat Professional. This will optimise the file as well as correctly embed font and image information. To ensure artwork is as you expect when it goes to print please supply a low resolution converted JPG file for us to view from the PDF or submit a digital full colour proof (inkjet or digital). We can only attempt colour matching by supplying a proof using approved proofing systems such as Chromalin.

Artwork can be accepted on CD, FTP (details available), and by email. If submitting by FTP please contact us so we know it's there for collection. Please do not send artwork by email if the file size is larger than 6Mb. We will need to 'accept' to allow us to receive your file.

### Artwork creator notes:

Please name files: 'Your company name with VITAL and Month. For example 'Blue Chip Vital 0607.pdf'.

Please ensure all work is completed using the CMYK colour model (not RGB). Images should be worked at 300dpi at the intended size. If elements have been created in Illustrator or Freehand, please ensure all fonts have been converted to outlines or paths.

Files should not contain any TrueType fonts or use the 'bold, italic or outline' facilities in the tool bar to override font styles. Always use the actual font styles. You are responsible for overprinting and trapping. The RIP will set standard trapping. No ICC profiles to be used on images or files. White-out type should be a minimum of 6pt in size and medium in weight. To obtain a heavy black we recommend the following colour value: 50C, 50M, 50Y, 100K. The minimum rule width is 0.5pt.

If submitting more than one advert, please ensure you supply separate single-page files and not multiple adverts in one PDF.

Double-page spreads should be submitted as a spread but allow 14mm in the centre for the gutter.

The magazine is perfect bound.

## Advertising Mechanical Specifications

### Advert Trim Size

	Width (mm)		Height (mm)
Double Page Spread (DPS)	420	x	297
Full A4 Page	210	x	297
Half A4 Vertical	88	x	273
Half A4 Horizontal	185	x	132
Half A4 Horizontal DPS	420	x	146
Quarter A4	88	x	132
Eighth	185	x	33
Cover Belly Band	450	x	70

### PLEASE ADD 3mm ROUND ALL EDGES FOR BLEED AND ADD TRIM MARKS

Should you have any queries with the deadlines or mechanical specifications please contact the production department on: +44 (0)1273 467581 or email: [toni.barrington@31media.co.uk](mailto:toni.barrington@31media.co.uk)

