



Advertisement Specification Dated: 28/05/08

Dimensions (For Cover and Body)

Page Type Area	260 x 190mm	DPS Type Area	260 x 400mm
Page Bleed	288 x 218mm	DPS Bleed	288 x 428mm
Page Trim	280 x 210mm	DPS Trim	280 x 420mm
Vertical Half Page Type Area	260 x 90mm	Half Page Bleed	288 x 104mm (Trims @ 280 x 100mm)
Horizontal Half Page Type Area	127 x 190mm	Half Page Bleed	141 x 218mm (Trims @ 137 x 210mm)
Quarter Page Box	125 x 90mm		

Cover section

Data Format: PDF/X-1a Details can be found at www.pass4press.com

PDF should be created using only CMYK colour space (i.e. no "spot" or 5th colours).

Resolution for colour and grey scale images = 300 dpi (120 dots per cm)

Resolution for Line art = 2400 dpi (960 dots per cm)

Postscript path flatness between 1.0 and 4.0.

Fonts: All fonts must be embedded. PDF files must contain only PostScript Type 1 fonts (i.e. no TrueType or PostScript type3 fonts). Any non PostScript type 1 fonts should be outlined and supplied to Distiller as vectorised EPS file.

ICC profile for colour proof: ISOcoated_v2_eci.icc - Download from www.eci.org.

Body section.

Printing process - Heatset Web Offset S/C mechanical paper. Total ink film density: 320%.

Skeleton black recommended.

Data Format: PDF X1a

ICC profile for colour proof: vpm_SCOF_56g_0602.icc - Download from www.eci.org.

Covers and Body sections

All page data for supply should be placed in a document no bigger than than 310 x 500mm (spreads), 310 x250mm (Single page or smaller). NB: Crop marks must be visible 2mm outside trim area. The file name should state clearly the magazine title and issue number (eg: FAF 05/2007) and the advert name and product.NB: Formats are non interchangeable if a repeat is required from body to cover section new file must be supplied in the correct format.

Procedure for supply of digital data

All data should be supplied via www.bauer.co.uk under the production tab via magazine selected. Membership is required: Please follow instructions on the website. A written copy instruction should be sent with the colour proof simultaneously to: Production Department, HBP Media Sales, Academic House, 24-28 Oval Rd, London NW1 7DT.

Tel: 0207 241 8000.