

SPIRIT & DESTINY

Advertisement Specification Dated: 28/05/08

Dimensions (For Cover and Body)

Page Type Area	254 x 195mm	DPS Type Area	254 x 420mm
Page Bleed	293 x 229mm	DPS Bleed	293 x 458mm
Page Trim	285 x 225mm	DPS Trim	285 x 450mm
Vertical Half Page Type Area	254 x 94mm	Half Page Bleed	291 x 114mm (Trims @ 285 x 110mm)
Horizontal Half Page Type Area	123 x 195mm	Half Page Bleed	142 x 229mm (Trims @ 138 x 225mm)
Quarter Page Box	123 x 94mm		

Cover section

Printing process: Heatset Web Offset on coated wood-free paper

Total ink film density: 320%

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: ISO Web Coated - 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: SAD 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.