



Advertisement Specifications. 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 436mm
Page Trim	280 x 210mm	DPS Trim	280 x 420mm
Vertical Half Page Type Area	260 x 90mm	Half Page Bleed	288 x 104 mm (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		

Body Section

Printing process - Heatset Web Offset on s/c mechanical paper.

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: SC_paper_eci.icc - Download form www.eci.org

Cover Section.

As above bar the following:

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

ICC Profile: ISOcoated_v2_eci.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 x 250mm (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: TVC 13/2007) and also the advert name and product.

NB: Although it is possible to repeat adverts from cover section to body section and vice versa, Bauer will not accept responsibility for variations in print quality if this is done.

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.