



## Advertisement Specifications. Dated 29/05/08.

### 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](http://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](http://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](http://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: TVQ 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](http://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.