

LIVING

TECHNICAL

QUALITY OF ELEMENTS

supplying LOGOS

Ideally logos should be supplied as vector graphics which means they can be scaled up or down in size without losing quality. Vector graphic file types will commonly have a **.pdf** or **.ai** or **.eps** file extension.

Alternatively, a **high resolution .jpg** file (see below) is also acceptable although these are not as easily editable for our creative team.



supplying IMAGES

If you are supplying images for an advertorial or advert please bear in mind they must be good enough quality for magazine print production. High resolution images will print better and a general rule is as long as your images are **2mb or over** in file size then they will be of a decent quality.

Images taken from the the Internet are poor quality as the resolution required for web is much lower than for print.

Image files will have **.jpg** file extensions. **.png** and **.gif** files are unsuitable as this is a file type devised for web use and not print.



High resolution will print well



Low resolution will not print well

ADVERTS *from* SCRATCH *A quick overview of the elements our creative team require*

Company logo

Vector logo preferred – plus any brand guidelines

Images

Selection of good quality images

Reference material

Links to previous adverts or marketing material for style

Any current offer(s) or Unique Selling Point (USP)

This will create interesting and eye-catching ad content

LIVING

TECHNICAL

ADVERT SIZES

a note to **DESIGNERS & WRITERS**

IMAGE SCALING & COLOUR

Images used in adverts must be at least 300dpi (eg any images that are up-scaled by over 100% in your design document should still be at an effective ppi of 300 or over) Remove Pantone, spot colours and ensure any RGB images are converted to CMYK process

PDF IS PREFERRED

Supply your advert, at your desired size, as a press quality PDF. Pre-flight check your PDF artwork prior to exporting- this will minimise errors and any delay if artwork has to be resubmitted. We may also accept adverts as 300dpi, CMYK JPGs

PAGE FURNITURE

Remove crop, registration and any printer furniture marks and scale the artwork to bleed or trim margins based on the artboard

ADVERTORIAL WORD COUNTS

FULL PAGE & DPS	700 words
HALF PAGE HORIZONTAL	350 words
QUARTER PAGE	160 words

Images to be supplied with half page advertorials and upwards – please see preferred file types on page 2.

FULL PAGE

Bleed: W 216mm x H 271mm*
Trim: W 210mm x H 265mm
Type Area: 12.5mm in from Trim

DOUBLE PAGE SPREAD

Bleed: W 426mm x H 271mm*
Trim: W 420mm x H 265mm
Type Area: 12.5mm in from Trim

HALF PAGES

Horizontal: W 184mm x H 118mm
Vertical: W 91mm x H 240mm
Bleed: None

QUARTER PAGE

Ad Size: W 91mm x H 118mm
Bleed: None

EIGHTH PAGE

Ad Size: W 91mm x H 58mm
Bleed: None

*
*Full page and
DPS ads must be
supplied with
bleed*