Advertising Technical Specification

WEEKEND MAGAZINE
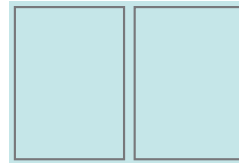
Advertising fixed sizes

Full Page (ROP)

Type: H 315mm x W 249mm

Trim: H 335mm x W 269mm

Bleed: H 345mm x W 279mm

Double Page Spread (ROP)

Trim: H 335mm x W 538mm

Bleed: H 345mm x W 548mm

*Must be supplied as one file - not separate files

Half Page

Type: H 155mm x W 249mm

Quarter Page

Type: H 155mm x W 122mm

Back Page

Type: H 200mm x W 249mm

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ROP widths x 315mm maximum height

Columns	1	2	3	4	5	6
Width (mm)	37	79	122	164	206	249

Preferred Format

Qmuli Adfast is the preferred method of advert artwork delivery for SEVEN magazine. To learn more about Qmuli Adfast go to www.adfast.co.uk or phone their helpline on 0207 278 4009.

All advertisements including those with bleed should be supplied without cropmarks and sized exactly to the artboard.

Our preferred format is Acrobat 4 (PDF version 1.3).

Please ensure saved or exported files for publication are Acrobat 4 (PDF version 1.3). This will avoid potential transparency problems and reduce the possibility of being rejected at file-checking stage.

Incorrect Material

Material not supplied correctly may be rejected.
Note: It is assumed that supplied material complies with our published specification and as a result may not be fully checked.

P.S. magazine does not support Microsoft Publisher formats. TIFF and JPEG formats should also be avoided (as completed advertisements) as text/graphics will be screened and 100% black will be converted to 4 process colours.

Deadlines

Booking for SEVEN magazine must be received by Friday 1 week prior to publication. Copy deadline is 12 noon on Monday for Saturday publication.

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Avoiding Issues

Small type, particularly serifed type, reversed out of full colour backgrounds will not reproduce satisfactorily and is not recommended. Four colour registration black is not to be used. All mono work should be represented as true mono, not CMYK mono or registration black. Variations in registration will happen from time to time when printing on a high-speed newspaper press.

As a result there is a possibility of mis-registration. Please ensure that text reversed out of full colour backgrounds uses a sufficient point size and font weight characteristic to reproduce satisfactorily. When mixing pre-determined palette colours it should be possible to achieve the same hue and saturation from 3 rather than 4 process colours.

A serif font will not reproduce satisfactorily at this type size

reproduce
Garamond Bold 10pt size

reproduce
Helvetica Bold 9pt size

Defining Colours

All colours used with the supplied PDF advert should be defined as CMYK process colours. Failure to do this is likely to result in advertisements appearing incorrectly. Pantone or spot colours must be converted to CMYK process colours. Avoid using the over-print function unless it is for graphics and text reproduced from 100% black or a percentage of black.

To download the ICC colour profile *Click Here*

Scans and Graphics

For pictures and logos in advertisements: All mono scans should be saved as JPEGs. All colour scans should be saved as CMYK JPEGs. Pictures should be colour-corrected for newspaper use - to take into account dot-gain when published.

Scan Resolution

Artwork should be scanned at a resolution which reflects both the enlargement or reduction from the original and the output resolution at which we print (120 lpi). A basic formula for halftone originals can be used here which is: Scan Resolution = % Magnification (or reduction) of Original x Twice Output Resolution*
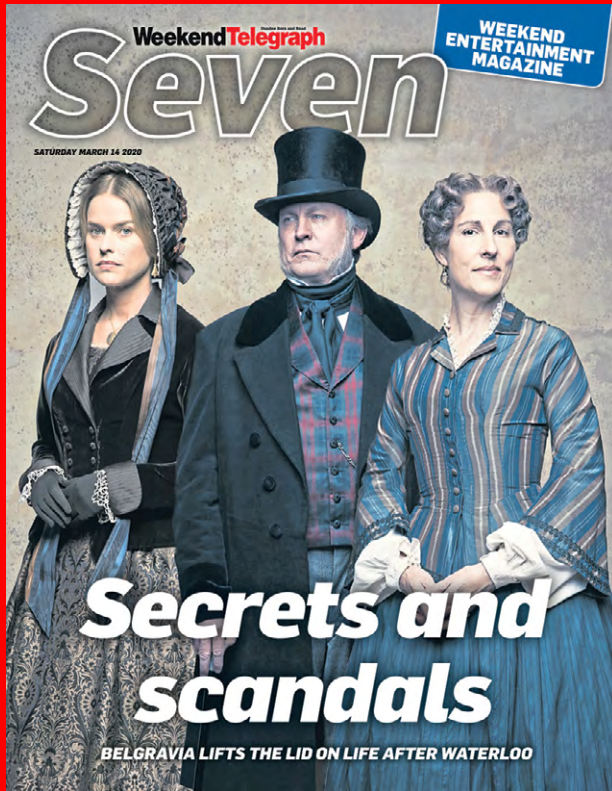
*In our case this value would be 240.
Pictures should be adjusted as 240dpi.

Following this formula will help keep the file sizes to the minimum.

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Quick Response (QR codes) printing guidelines

Minimum size of 15-25mm (equivalent of 350 pixels). Must have an area of white space surrounding the QR code (this should be the standard size as downloaded). Resolution of 240dpi required. The contrast difference between the dots and the background is key to reliability, so pale grey dots on a white background will be difficult for some scanning devices to read and the code may not function.

Single-colour black will ensure the best reproduction so that the code can be read.

QR codes placed on coloured backgrounds may cause misregistration when printed.

Seven

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Artwork and Technical Queries
Deadline for artwork is **Monday at 5.00pm** for Saturday's Magazine

National Advertisement Bookings
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Ad Operations
David Low – 01224 343442
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