

# 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

<b>FULL PAGE &amp; DPS</b>	700 words
<b>HALF PAGE HORIZONTAL</b>	350 words
<b>QUARTER PAGE</b>	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*

*Following the information in this document will help ensure the highest quality reproduction.*

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### 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