

# PRINT ADVERTISING TECHNICAL SPECIFICATIONS

## SUPPLYING ARTWORK:

➤ PDF is our preferred format, supplied as PDFv1.3, composite CMYK. PDF's made to the PPA Pass4Press standard will meet our specifications. We can also accept files in these formats: Quark Express, Adobe InDesign, Photoshop; Illustrator.

➤ **All live matter to be 10mm away from trim measurement.**

➤ Bleed should be added to all 4 edges.

➤ Double page spreads a 20mm gutter is required for all live matter.

➤ All files should be supplied in CMYK process only without ICC profiles. The maximum ink density should not exceed 280% (C+M+Y+K). No spot, rgb, lab or solid pantone colours should be used.

➤ Images must be CMYK and 300dpi at the finished size, preferably supplied in TIFF or EPS format without compression.

➤ Avoid logos or images from web sites, as the resolution will be 72dpi.

➤ Fonts should be PostScript type 1. We cannot guarantee that Opentype, or Multiple Master fonts will print correctly.

## FILE DELIVERY

➤ All files submitted and correspondence must be identified by our artwork reference number and the issue date of the publication. Call 020 7216 6449 or 020 7216 6407 for an artwork reference number if unsure. If you are sending complete artwork and not a PDF file you must first place all the relevant artwork into a folder and compress/zip the folder.

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HARPERS MAGAZINE IS SIZE: 215mm x 275mm (width x height)						
AD SIZE	TYPE AREA: (10mm away from trim)		TRIM: (Actual page size)		BLEED: (3mm on all 4 sides)	
	Width	Height	Width	Height	Width	Height
DPS	410mm	255mm	430mm	275mm	436mm	281mm
Full page	195mm	255mm	215mm	275mm	221mm	281mm
1/2 page DPS horizontal	410mm	115mm	430mm	135mm	436mm	141mm
1/2 page horizontal			187mm	116mm	193mm	122mm
1/2 page vertical			88.5mm	242mm	94.5mm	248mm
1/4 page horizontal			187mm	52mm	193mm	58mm
1/4 page portrait			88.5mm	116mm	94.5mm	122mm
1/4 page vertical			43.75mm	242mm	49.75mm	248mm
1/8 page horizontal			187mm	28.5mm	193mm	34.5mm

