

Magazine Advertising Production Requirements



ADVERT MEASUREMENTS

	DEPTH		WIDTH
Double Page Spread Bleed	303mm	x	426mm
Double Page Spread Trim	297mm	x	420mm
Page Bleed	303mm	x	216mm
Page Trim	297mm	x	210mm
2/3 Page Vertical	267mm	x	118mm
Junior Page	175mm	x	118mm
1/2 Page Vertical	267mm	x	85mm
1/2 Page Horizontal	130mm	x	178mm
1/3 Page Vertical	267mm	x	57mm
1/3 Page Horizontal	86mm	x	178mm
1/4 Page Vertical	130mm	x	85mm
1/4 Page Horizontal	65mm	x	178mm

N.B. For double page spread advertising, please supply each page as a separate file with 3mm bleed. Our publications are perfect bound, therefore where an image extends across a spread it will need to be aligned 3mm away from each edge of the spine to avoid losing imagery. If possible, please avoid pictures or text across spreads as final alignment cannot be guaranteed.

FORMAT

- 1 All files sent for publication must be clearly marked with advertiser, publication and issue date.
- 2 We require print ready, high resolution, composite CMYK version 1.7 PDF file(s) with all fonts embedded and 3mm bleed where necessary. All logos, pictures and graphics must be CMYK and a minimum of 300dpi and all transparency MUST be removed for suitable print reproduction.
- 3 File formats other than CMYK i.e. RGB, Lab, Indexed will be automatically converted to CMYK and no guarantee of accurate colour reproduction can be given.
- 4 All content will be printed to Standard European Ink Densities.
- 5 If a file has been compressed we cannot guarantee output quality (please inform us).
- 6 Trapping - the creator should apply any trapping requirements if necessary, but must be aware of the various application software limitations. The printer will not apply trappings.
- 7 The file remains the responsibility of the creator.
- 8 Please do not email artwork files over 15MB.

ARTWORK DELIVERY DETAILS

AMANDA LUDMAN, PRODUCTION MANAGER

Email: aludman@cat-publications.com

File upload: <https://catpublications.wetransfer.com/>

PLEASE ENSURE ANY FILES / FOLDERS ARE NAMED WITH CLIENT NAME, PUBLICATION AND ISSUE -
+ EMAIL UPLOAD NOTIFICATION TO aludman@cat-publications.com

PRODUCTION COSTS - ADVERT DESIGN

The following is a cost guide for advert production when CAT Publications' designers are commissioned to produce advertisement artwork from text and high resolution electronic images/logo's supplied by advertisers.

Invoices will be despatched after publication for artwork costs unless the above specifications are adhered to:

Quarter page:	£110
One third page:	£140
Half page:	£220
Two thirds page:	£270
Page:	£450

