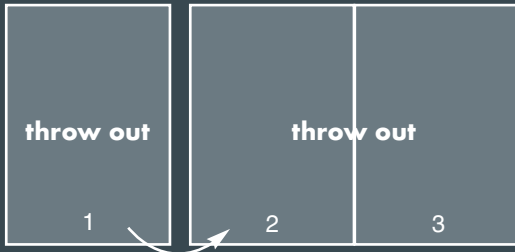


MECHANICAL specifications



front cover

size: 208 x 210mm +3mm bleed
(height x width)



throw out pages

front cover throw-out:

page 1 (single page)

bleed: 303 x 216mm

trim: 297 x 210mm

pages 2-3 (DPS)

bleed: 303 x 426mm

trim: 297 x 420mm

(height x width)

core text throw-out:

As per front cover throw out – with an additional single fourth page – reverse page 3

page 4 (single page)

bleed: 303 x 216mm

trim: 297 x 210mm

(height x width)



double page spread (DPS)

bleed: 303 x 426mm

trim: 297 x 420mm

type: 260 x 384mm

(height x width)

single page A4 portrait

bleed: 303 x 216mm

trim: 297 x 210mm

type: 260 x 180mm

(height x width)



half page A4

1/2 vertical: 297 x 105 mm

+3mm bleed

1/2 horizontal: 148.5 x 210mm

+3mm bleed

(height x width)

method of printing: offset litho
magazine finish: saddle stitch

SUPPLYING ARTWORK

WHAT? We only accept **HIGH RESOLUTION PDF's with X1A distiller settings**

Please ensure your PDF's:

- DO NOT have any security settings
- All fonts are embedded

When designing adverts please ensure:

- All images are high resolution 300dpi, tif or eps, and all colours are CMYK
- No compressed images – i.e. LZW compression
- There are NO unusual Quark extensions
- Illustrator files have fonts outlines
- DO NOT use spot colours in the design palette.

Alternatively please send adverts in Quark Xpress or EPS format, with MAC fonts and images supplied.

HOW? All artwork can be uploaded to our **FTP site**. For web uploading go to www.ibackup.com and call us for current log in and password.

Alternatively artwork can be sent on a **CD** clearly labelled with the company name, magazine and month it is due for insertion.

Artwork can also be **emailed** to us at **production@intelligentmedia.co.uk**

Please post to us **2 x full colour hardcopy print outs** of the artwork

WHERE? **Intelligent Media Solutions**
Suite 223
Business Design Centre
52 Upper Street
Islington
London N1 0QH

Email: production@intelligentmedia.co.uk

Tel: 0207 288 6833
Fax: 0207 288 6834