

PRINT MAGAZINE ADVERTISING PRODUCTION REQUIREMENTS

Advert measurements

	WIDTH	DEPTH
Double Page Spread Bleed	406mm	288mm
Double Page Spread Trim	400mm	282mm
Page Bleed	206mm	288mm
Page Trim	200mm	282mm
2/3 Page Vertical	112mm	254mm
Junior Page	112mm	166mm
1/2 Page Vertical	81mm	254mm
1/2 Page Horizontal	170mm	124mm
1/3 Page Vertical	54mm	254mm
1/3 Page Horizontal	170mm	82mm
1/4 Page Vertical	81mm	124mm
1/4 Page Horizontal	170mm	62mm

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

- All files sent for publication must be clearly marked with advertiser, publication and issue date.
- 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
- 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.
- All content will be printed to Standard European Ink Densities.
- If a file has been compressed we cannot guarantee output quality (please inform us).
- 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.
- The file remains the responsibility of the creator.
- Please do not email artwork files over 15MB.

Artwork delivery details

Amanda Ludman,
Client Services Manager

Email:
 aludman@ntmlc.com

File upload:

<https://wettransfer.com/>

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

Production costs - advert design

The following is a cost guide for advert production when Northstar's in-house designers are commissioned to produce advertisement artwork from text and high resolution electronic images/logo's supplied by advertisers. Invoices will be dispatched 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