

fabric

Advertising Specifications

(INT PROP)

Refer to end of document for advertisement sizes

A high resolution pass4press PDF needs to be supplied, along with a GMG Epson proof.*

Please send all artwork to **Dee Antoniou** via email (dee.antoniou@forwardww.com). Please note, if your file is over **4MB** it may bounce due to size restrictions. In this instance please contact Dee who shall provide a file transfer link. Forward is unable to accept external file transfer links such as 'We Transfer' and 'You Send It'.

The proof should be sent to the following address:

Dee Antoniou, Forward Worldwide, 83 Clerkenwell Road, London EC1R 5AR

***NB. To ensure accurate colour reproduction of your ad, the printer requires a GMG semi-matt Epson proof output using the profile PSO LWC Improved and containing the media wedge FOGRA 45L. This is inline with the PPA standards for Pass4Press and Proof4Press. If a proof cannot be supplied to our specification, as an alternative, Forward are able to produce a proof at a cost of £10.**

Digital File Format Creation - PDF to conform to pass4press

- Acrobat version 5 PDF is the preferred format. PDF files to be supplied as composite CMYK
- Files must be below PDF version 1.4.
- Files must not contain any transparent elements
- Files must be submitted as single pages (including DPS adverts)
- Files must contain a trim box (set to the trim size of the magazine)
- Pages must be created to include bleed when required. Files must contain crop marks. Crop marks must be outside the bleed area. A 5mm bleed area should be included in the 10mm offset
- Files must be CMYK format and have all fonts embedded
- Files should not contain any TrueType or MultipleMaster fonts, nor pseudo bold fonts, JPEG images or copydot scan elements
- Image resolution: all images contained within the PDF must be high resolution, ie original resolution 300dpi at 100%. The effective resolution at the size it is scaled to on the page should be 300dpi. We must be notified if the resolution of an image is supplied intentionally lower than 300dpi

Cont.

Design Considerations

- Fine Lettering: keylines, box rules, small type matter and detail should be produced in one colour only to guarantee registration and clarity. Black lines should be 100% with no other colour, and a minimum thickness of 0.2mm.
- Reversed Lettering: reversals should be made using a minimum of colour. Type matter or detail smaller than 8pt should be reversed out of one colour only. When reversals are required out of two or more colours, the dominant

colour should be used for the shape of the lettering, the lettering in the subordinate colours being made slightly larger to reduce register problems.

- Tint, Tabs or Special Colour Background: when a common colour background is required for several pages or parts of a feature, careful consideration should be given to the use of one, or at most two, colour(s) to enable consistency to be maintained across all areas. Where multiple colours are used a variation may occur due to tracking compromises on press.

- Rules, Banners, Borders and Text: fine lines, banners, borders and text running across a DPS may not align exactly due to folding tolerances ($\pm 3\text{mm}$ in any direction). Text that reads across a spread needs to be at least 5mm clear from the gutter. It is inadvisable to run images across the gutter if the 'subject of interest' is in the spine area.

- Ghosting/Tracking: a large area of print in the web direction of travel will take more water and ink than a narrow band of print. Ghosting is an un-intended faint printed image caused by problematic inking/design conditions. Care should be taken to ensure that 'picture frame' or grid designs are avoided whenever possible.

- Overprint/Knockout: all file creation settings will be honoured. For a solid black density an additional 40% cyan should be laid behind the black.

- Bleeds and Live Matter: all images or tints that bleed should have a minimum of 5mm excess outside the trim area (head, foot and fore-edge). For cover pages of stitched products it is preferred the bleed be increased to 5mm on the fore-edge. Live matter or illustrative material not intended to bleed must be kept 5mm from the trimmed edges.

Hard Copy Proofs

- All proofs should be GMG semi-matt Epson proof output using the profile PSO LWC Improved and containing the media wedge FOGRA 45L.
- We require 100% of final size, customer approved GMG Epson proof.

We cannot be held responsible for the colour reproduction of an advert if the proof has not been supplied in this way.

If you have any queries regarding these specifications, please contact:

Dee Antoniou

Telephone: 0044 (0)20 7734 2303.

Email: dee.antoniou@forwardww.com

PLEASE SUPPLY YOUR ADVERTS AT THE FOLLOWING SIZES:

FULL PAGE AD

TRIM: 278 X 215 MM

TYPE: 268 X 205 MM

BLEED: 283 X 225 MM

(5mm bleed required at the sides and the top of ad only)

Text should not be placed less than 5 mm
from spine or edge of trimmed page

DOUBLE PAGE SPREAD AD

TRIM: 278 X 430 MM

TYPE: 268 X 420 MM

BLEED: 283 X 440 MM

(5mm bleed required at the sides and the top of ad only)

Text should not be placed less than 5 mm
from edge of trimmed page

Large type, graphics etc (but not text)
can go across centre spine if required

Final mag trim size 297 mm deep

19
mm

Final mag trim size 215 mm wide

Page size 215 mm wide

10 mm

Page size 297 mm deep

QUARTER PAGE AD

No objects bleeding

129 mm deep
92.5 mm wide

Rule border around advertisement
preferable but not essential

10 mm

10 mm

HALF PAGE AD

No objects bleeding

129 mm deep
195 mm wide

Rule border around advertisement preferable but not essential

19 mm

Page size 215 mm wide

10
mm

10
mm

10
mm

HALF PAGE VERTICAL AD

No objects bleeding

268 mm deep
92.5 mm wide

Rule border around advertisement
preferable but not essential

19
mm

Page size 297 mm deep