

# TECH SPECS

## TECHNICAL SPECIFICATIONS - PRINT

Display – 4 Columns to a page  
FULL PAGE DEPTH/ WIDTH  
4 Columns 270mm x 190mm  
Bleed-off 303mm x 213mm  
Trim Size 297mm x 210mm

### HALF PAGE

x 2 Columns 270mm x 92mm  
x 4 Columns 132mm x 190mm

### QUARTER PAGE

x 1 Column 270mm x 44mm  
x 2 Columns 132mm x 92mm  
x 4 Columns 63mm x 190mm

### Full Electronic Specification

We can accept native files of PDFs (PDFX1a) generated from the following industry standard applications:

- ◆ Adobe Indesign CS6 (or earlier versions)
- ◆ Adobe Illustrator CS6 (or older versions)
- ◆ Adobe Photoshop CS6 (or older versions)

We can also accept files through online file transfer services e.g. WeTransfer, Drop Box, wesendit etc.

When supplying files in native format please ensure that all supporting files such as images and fonts are included. All images should be **CMYK** or greyscale mode and should not contain any colour management profiles. All images should have a minimum effective resolution of **300dpi**.

All colour spaces in the document should be in CMYK. Fonts used should preferably be Postscript or Open Type Format. Adobe Photoshop files should be flattened and supplied in maximum quality JPEGs, EPS or TIFF format. Please supply either a hard copy or PDF proof.

When supplying PDFs exported or distilled from the above applications, please use Adobe Acrobat 4.0 (PDF 1.3) compatibility to ensure that all transparency is flattened. Also ensure Acrobat 4.0 (PDF 1.3) compatibility to ensure that all transparency is flattened. Also ensure that all fonts are embedded. Can we advise/ supply Flattener Transparency Presets and PDF Presets.

- ◆ In addition to the above formats text can be supplied in a Word document, but all images must be sent as separate JPEGs, EPS or TIFF files.

- ◆ If supplying in any of these formats, please allow the above guidelines, but also note that results from these applications are not always reliable. Please try to supply either an either an electronic or hard copy proof, otherwise no responsibility can be accepted for unexpected results.

## GENERAL ISSUES FOR ALL THE ABOVE FORMATS

### RESOLUTION

- ◆ Colour and grayscale – Effective resolution should be at least 300dpi

- ◆ Bitmap – Effective resolution should be at least 1200dpi

### COLOUR SPACES

- ◆ All colours spaces should be CMYK or grayscale

### COLOUR MANAGEMENT

- ◆ All files should be supplied without colour management/ profiles. We will take no responsibility for incorrect reproduction caused by embedded colour management information.

### TRANSPARENCY

- ◆ Supplied files should not contain any transparency.

We can accept email attachments. Files can be transmitted to us via email or our FTP server.

Please phone for details. With all electronically supplied files the naming convention must include the magazine title, issue date and advertiser.

## TECHNICAL SPECIFICATIONS – ONLINE

### Insertion

Leaderboards  
E-Newsletter Banner

### Dimensions

728 x 90 pixels  
400 x 131 pixels

Maximum File Size: 50KB

Formats: Animated GIF/ JPG, SWF, and PNG

# TECH SPECS - INSERTS

## INSERTS AND DELIVERY CONTACT INFORMATION

### Delivery

Inserts must be delivered to:  
**Precision Colour Printing Ltd,**  
**Haldane, Halesfield 1,**  
**Telford, Shropshire**  
**TF7 4QQ**

Telephone: **01952 585585** Fax: **01952 680497**

Deliveries must be made between 0800 and 1600. Deliveries between these times do not need to be booked in. Any deliveries outside of these hours will need to be arranged at least 24 hours in advance. Please phone for further advice.

## LOOSE INSERTS

These inserts can be inserted either in single sheet form as multi page sessions.

Minimum size 148mm deep (spine) x 105 wide  
Maximum size 20mm smaller in each dimension than the trimmed size of the magazine.

## NUMBER OF PAGES

Single sheet to 32 pages (higher paginations by prior arrangement)

## WEIGHT OF PAPER:

Single sheet Minimum 90 gsm

Single sheet Maximum 150 gsm (above 150gsm subject to prior approval)

Minimum 4 – 6 Pages 70 gsm  
Maximum 4 – 6 Pages 130 gsm  
Minimum 8 – 64 Pages 48 gsm  
Maximum 8 – 64 Pages 80 gsm  
Maximum 64 Pages 60 gsm

Single sheet inserts may run the risk of multiple feeding, but the incidence can be reduced by using a stock of at least 115gsm. On inserts with a lip, the lip should be minimum of half the size from the fold to back edge.

Concertina folded inserts are not suitable for machine insertion. These will have to be manually inserted at a higher rate.

Please note we require a sample of all inserts prior to agreement.

## BOUND-IN INSERTS SIZE

Minimum portrait, before trimming 136mm deep (spine) x 105mm wide.

Maximum portrait, trimmed size of the magazine.

Head trim: Please refer to your account handler for confirmation.

Grind off allowance: 3mm.

Full size inserts need a further 3mm foot trim & 3mm foreedge trim.

## MINIMUM WEIGHT OF PAPER

Single sheet 90 gsm

4 – 16 Pages 75 gsm

150 gsm and over will be subject to approval.

4pp and above may have to be supplied in removable format, e.g. as a magnastrap.

All gatefold or other foldout should have a minimum paper substance of 75 gsm.

All foldouts require prior approval. Check with William Gibbons for imposition requirements.

Concertina folded inserts are not suitable for machine insertion.

Please call to discuss any further technical specifications in more detail.

## PRESENTATION REQUIREMENTS

### Loose inserts, Bound-in Inserts

The inserts must be supplied bulk packed on pallets i.e. stacked on pallets in a neat and stable condition, uncurled and undamaged.

The placing of the inserts in boxes, large pallet boxes or cartons and / or the bundling of the inserts with straps or bands, may be acceptable **but only by prior agreement with Precision Colour Printing Ltd Production department. Additional handling charges may be incurred, or the inserts rejected, where such prior agreement has not been obtained.**

# TECH SPECS - INSERTS

The inserts must be the same size for each run and bundles must not be shrink wrapped.  
Turns must be avoided but the **minimum** number of turns is set out as follows:

Inserts under 8 pages - No Turns  
8 – 12 page inserts - Turns of 500

14 – 30 page inserts - Turns of 100  
Inserts 32 page or over - Turns of 75

Deliveries are preferred on pallets size 800mm x 1200mm x 1000mm sturdy, capable of stacking, allow for four-way entry and must be well-protected through the use of top-boarding, corner protectors, shrink wrap and plastic cross straps. Metal straps are NOT acceptable. We will accept up to 10 loose cartons of inserts. Any more than this MUST be palletised.

Each face of each pallet/ carton must have a label with the magazine name, the advertiser,

quantity per pallet/ carton and pallet/ carton number (e.g. pallet 1 of 2), the issue date and any key codes. One insert must be attached to the outside of each pallet.

The maximum pallet height is one metre and the maximum pallet weight is one tonne.

Different versions of an insert or two consignments being sent together should be palletised separately. We will not accept responsibility for an incorrect insertion if different inserts or issue dates are mixed on one pallet.

Poorly presented pallets may be refused at the discretion of William Gibbons warehouse staff should they pose a risk to Health & Safety or if unloading is not possible due to unstable loads.

## Wastage Allowance

A wastage allowance in excess of the booked quantity is required to be delivered as follows:

Loose - + 2%  
Bound & Wrap - + 2%

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## Key Coding

Please advise, in advance both publisher and printer, of any key codes or other variation to copy.

## Delivery Documentation

All consignments must be accompanied by a delivery advice note showing the Insert Title, Magazine Title, Magazine Issue Date, Quantity and Number of Pallets.

## Insert Overs

Insert overs will be destroyed on completion of binding.

## Supplementary Conditions

Inserts not meeting the specifications or requirements in these delivery instructions may be subject to additional charges or can be rejected.

For further information on advertising please call:

**020 7379 4717**

**Advertisement Department**

The Kinetic Centre,  
Theobald Street,  
Borehamwood,  
Hertfordshire WD6 4PJ

**Email:** andrea.taylor@lady.co.uk

**www.lady.co.uk**