



# PRINT ADVERTISING SPECIFICATIONS 2019

- 02 INTRODUCTION
- 02 DESIGN SERVICE
- 02 PDF SPECIFICATIONS
- 02 PRINTING
- 02 SUPPLYING YOUR .PDF
- 03 DOUBLE PAGE SPREAD WITH BLEED
- 04 DOUBLE PAGE SPREAD NON-BLEED
- 05 FULL PAGE WITH BLEED
- 06 FULL PAGE NON-BLEED
- 07 HALF PAGE HORIZONTAL
- 08 HALF PAGE VERTICAL
- 09 HALF PAGE DOUBLE PAGE SPREAD
- 10 QUARTER PAGE VERTICAL
- 11 QUARTER PAGE HORIZONTAL
- 12 THIRD PAGE VERTICAL
- 13 THIRD PAGE HORIZONTAL
- 14 BELLY BAND
- 15 SPREAD MARKER
- 16 4PP GATEFOLD COVER

## Introduction

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The following specifications have been created to assist you in supplying your advertising material to us at the correct size and specifications to enable us to print your advertisement to the highest quality.

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## Design Service

We can create your advertisement for you.  
Ask your sales contact to supply you with a quote.

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## PDF Specifications

Composite CMYK PDF as single pages V1.3 PDF/X-1a:2001  
Must contain a Trim Box set to the trim size of the publication  
All fonts must be embedded  
Combined ink density should not exceed 300%

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## Printing

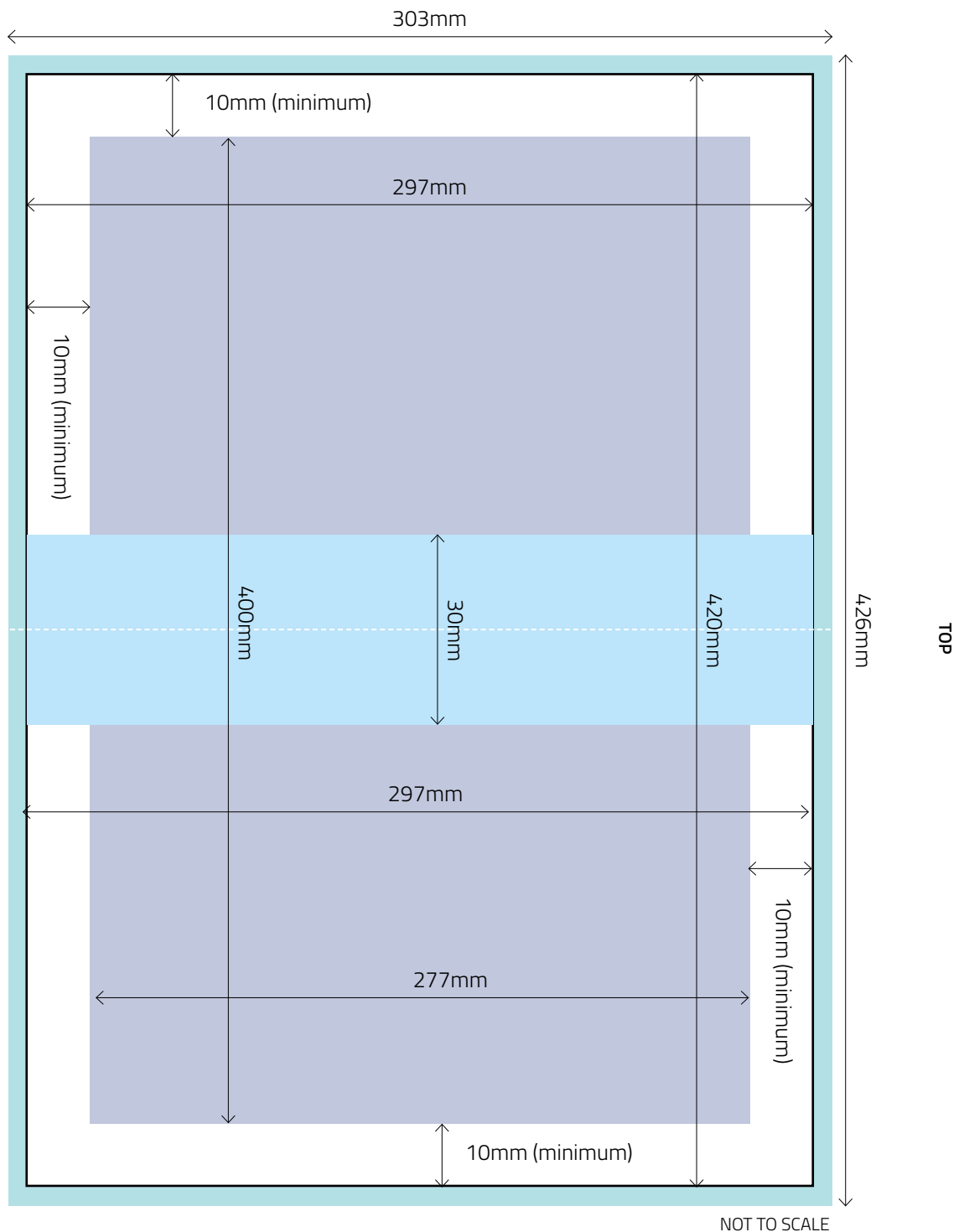
Perfect Bound (i.e. with Spine)  
Size: 210mm x 297 (A4 Portrait)

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## Supplying your .pdf

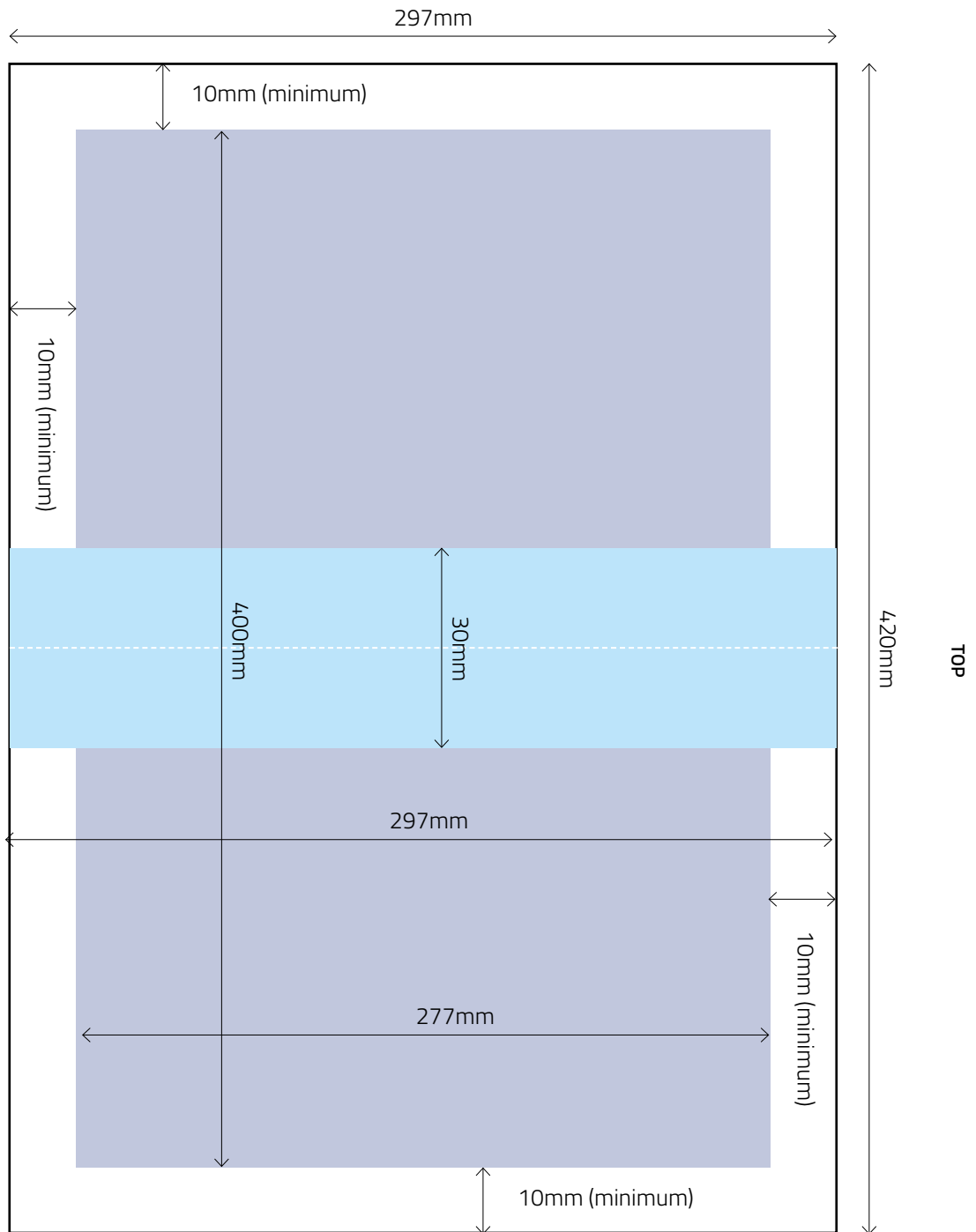
Please email your advertising material (in .pdf format only) to:  
**[advertising@russellpublishing.com](mailto:advertising@russellpublishing.com)**



**Key:**

- Bleed Size = 426mm wide x 303mm high
- Trim Size = 420mm wide x 297mm high
- 'Text' Area = 400mm wide x 277mm high  
(minus 30mm  'Text-Free Area' in Gutter)



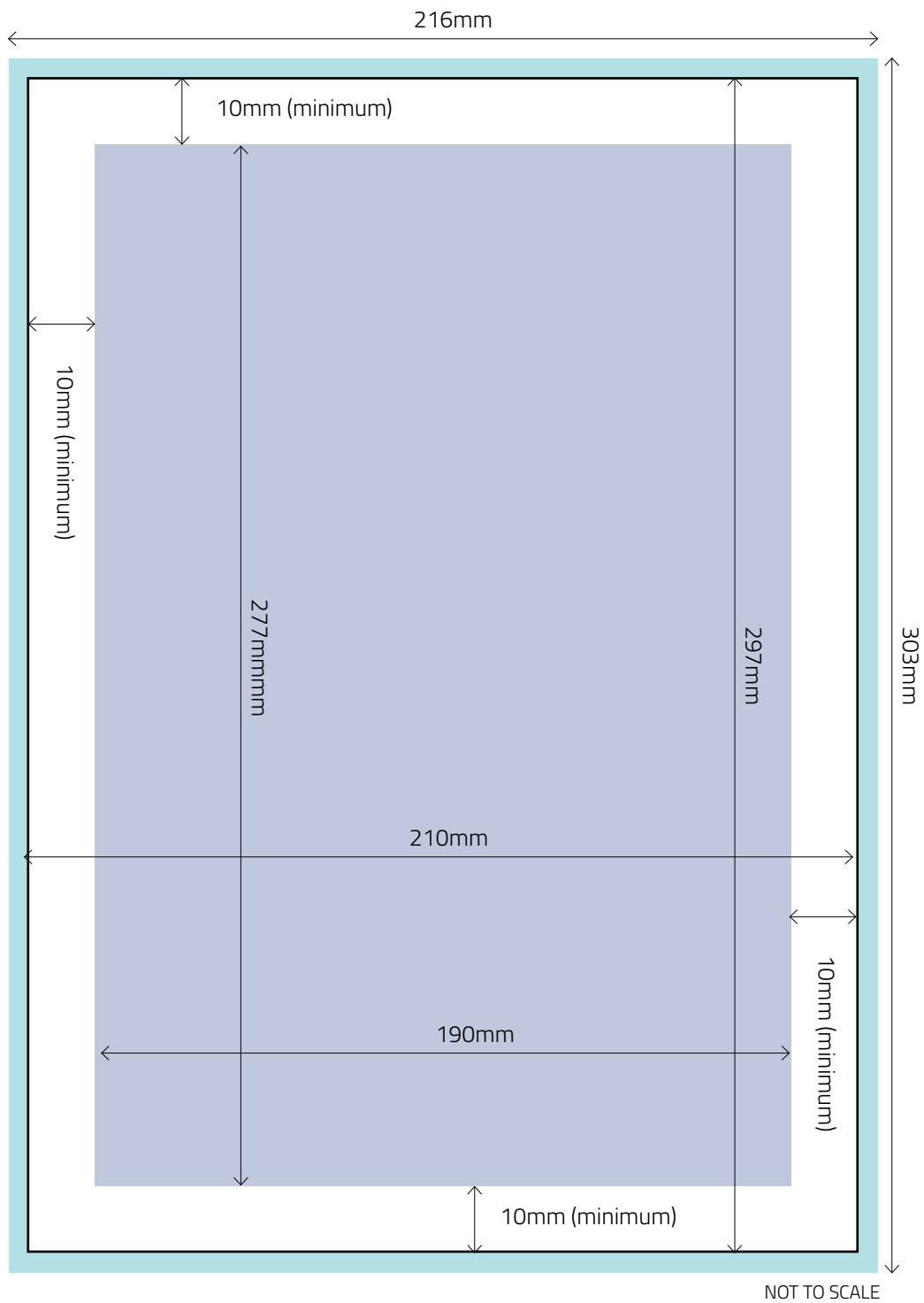


NOT TO SCALE

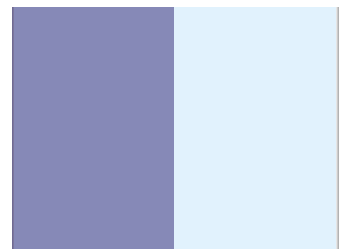
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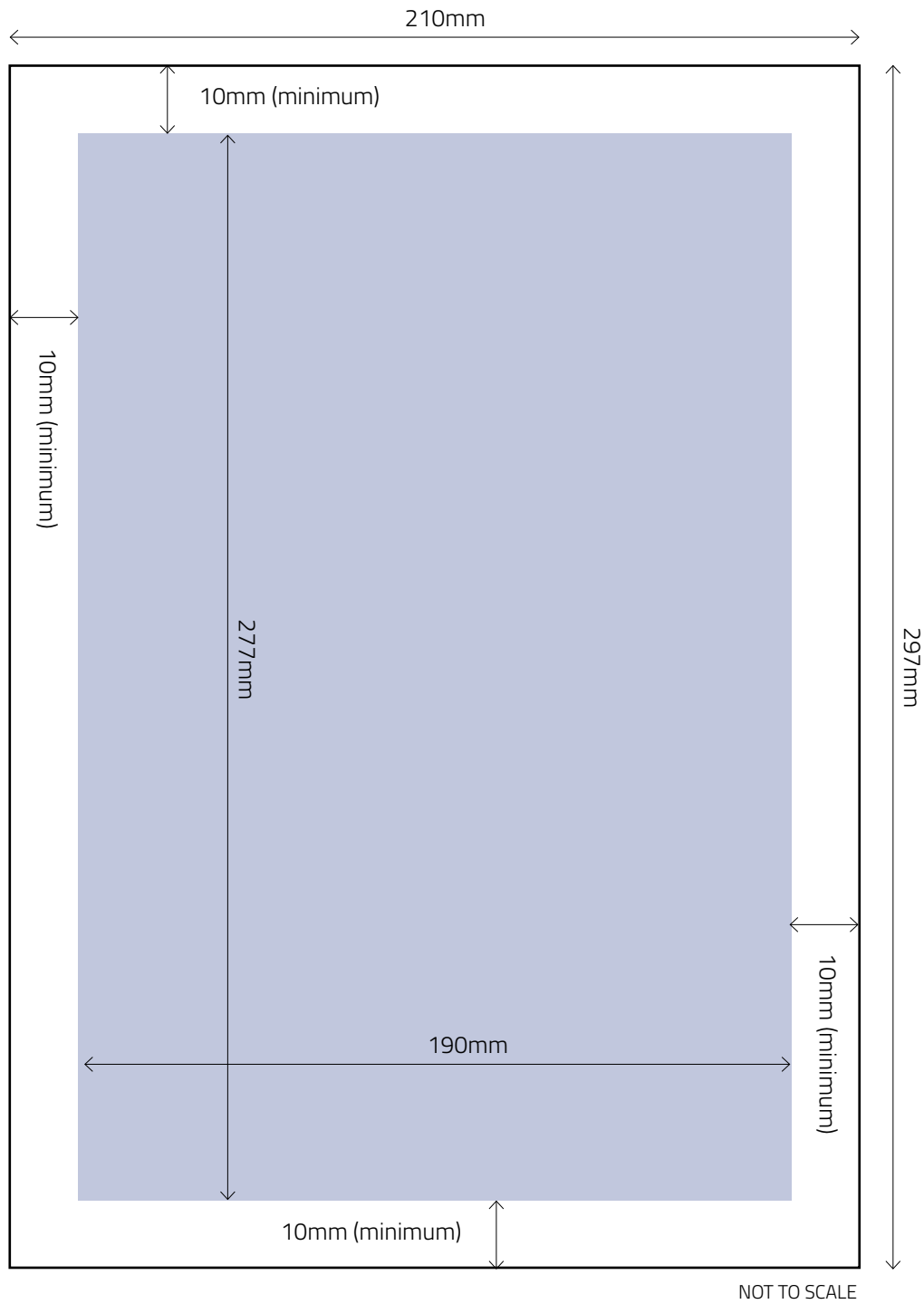
- Trim Size = 420mm wide x 297mm high
- 'Text' Area = 400mm wide x 277mm high (minus 30mm ■ 'Text-Free Area' in Gutter)



**Key:**

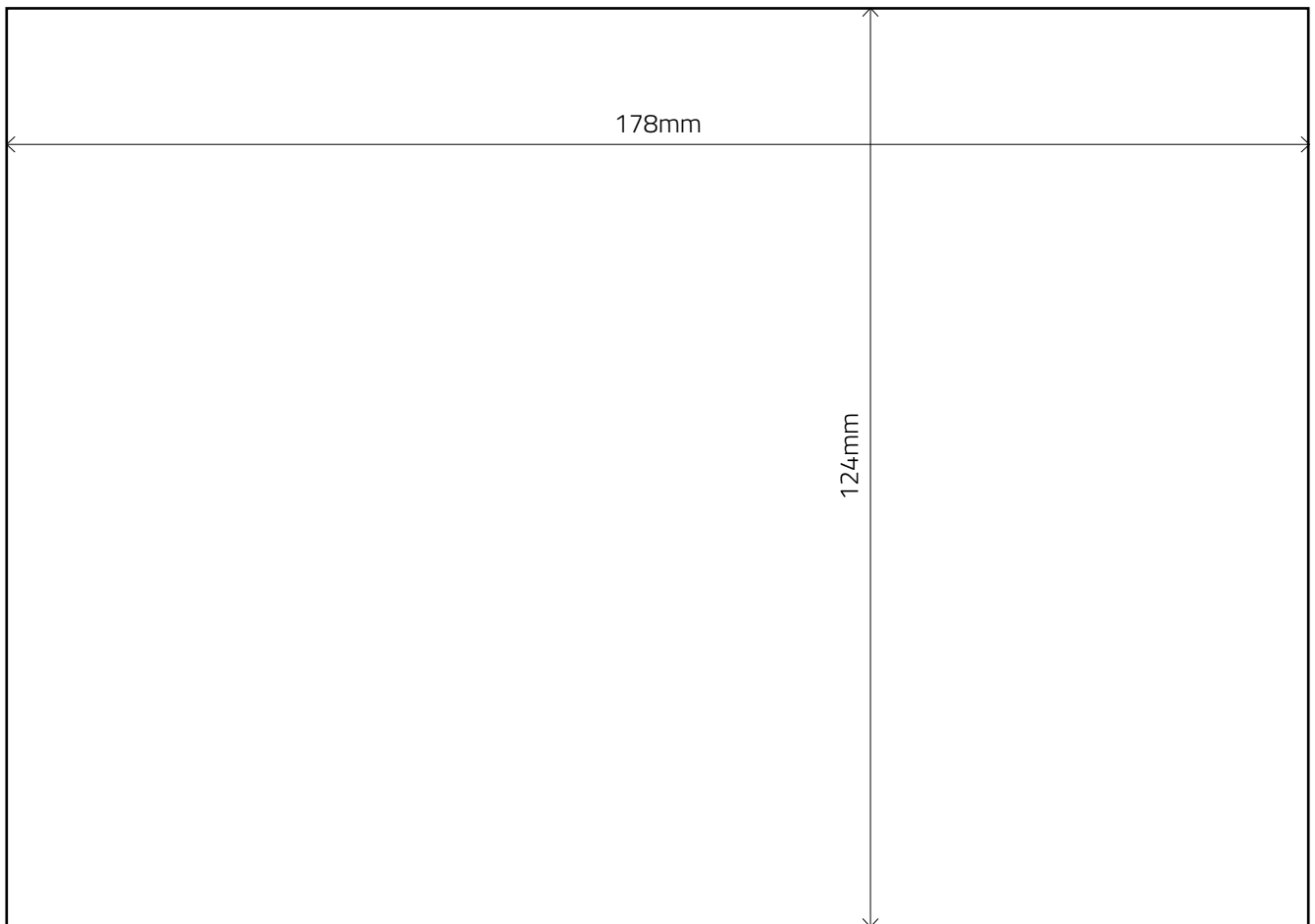
- Bleed Size = 216mm wide x 303mm high
- Trim Size = 210mm wide x 297mm high
- 'Text' Area = 190mm wide x 277mm high



**Key:**

- Trim Size = 210mm wide x 297mm high
- 'Text' Area = 190mm wide x 277mm high





NOT TO SCALE

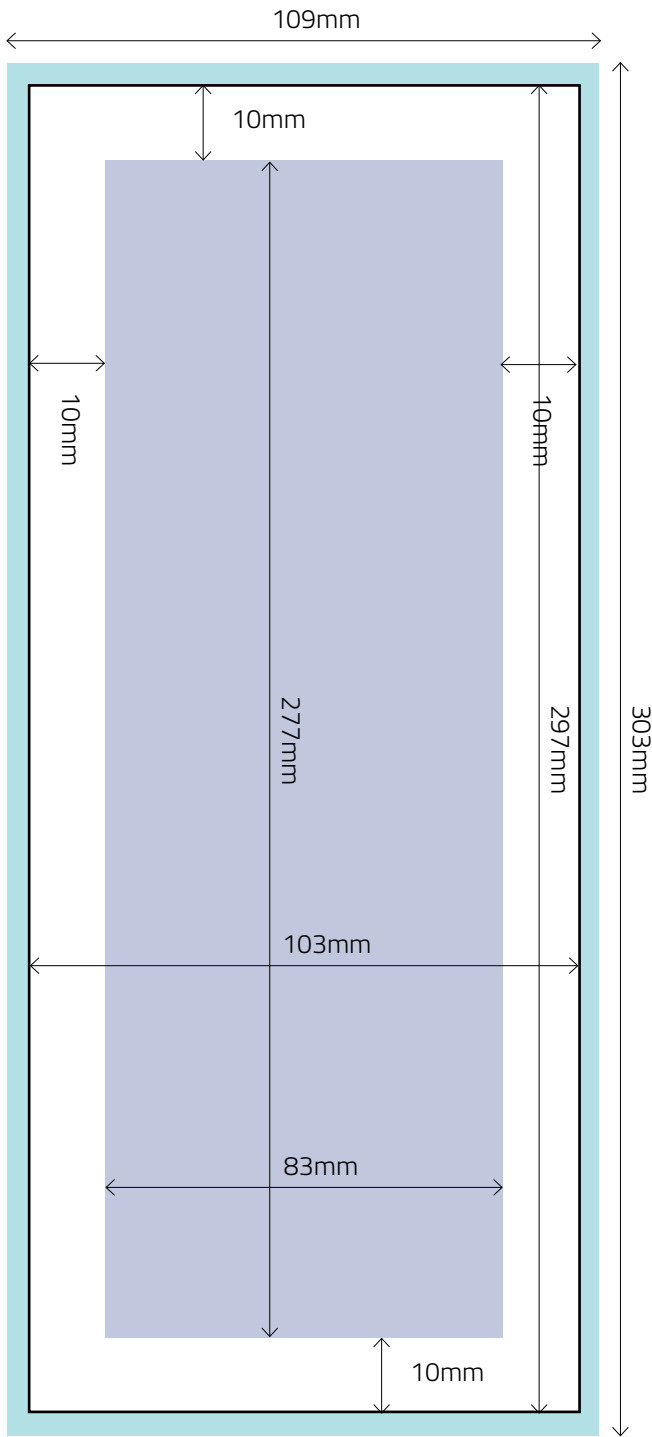
**Key:**

- Advert Size = 178mm wide x 124mm high

**Note:** We do not accept half page horizontal bleed adverts



BLEED

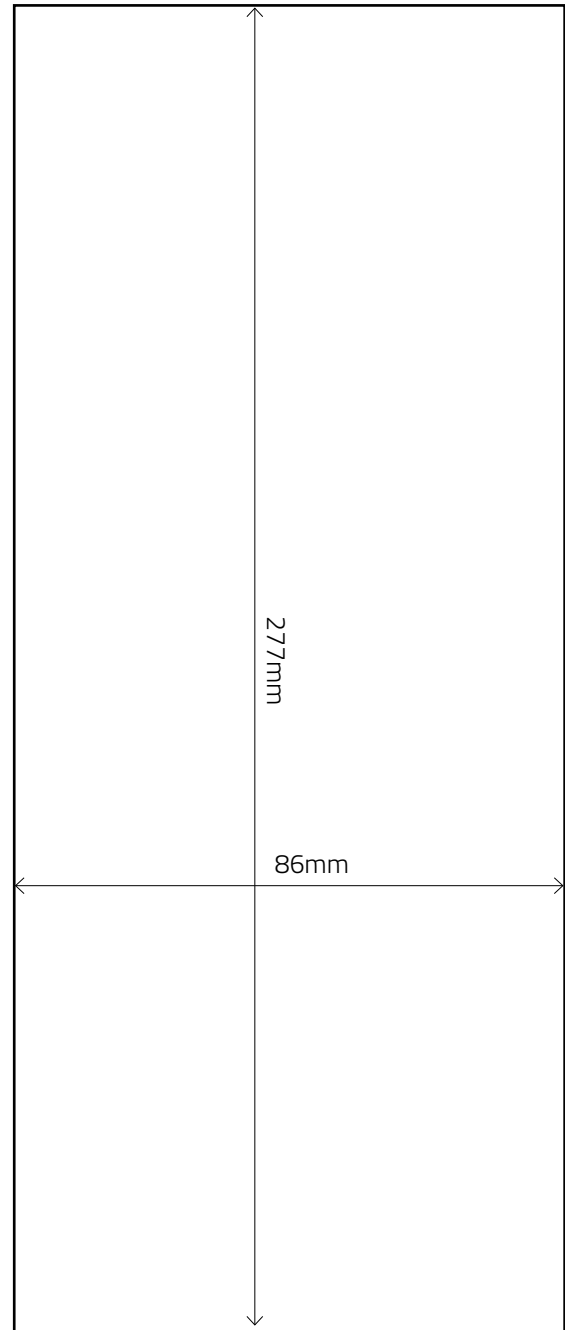


NOT TO SCALE

**Key:**

- Bleed Size = 109mm wide x 303mm high
- Trim Size = 210mm wide x 103mm high
- 'Text' Area = 83mm wide x 277mm high

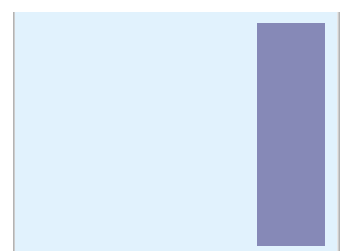
NON-BLEED



NOT TO SCALE

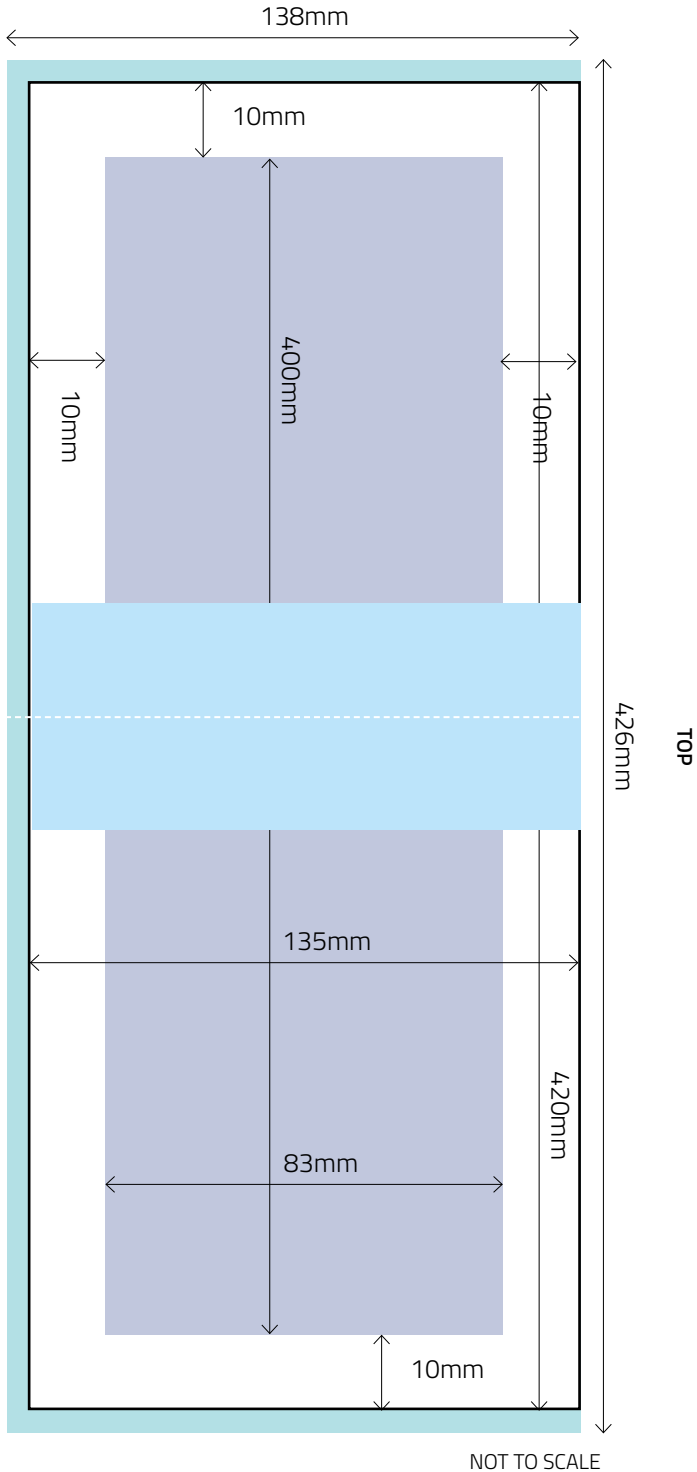
**Key:**

- Advert Size = 86mm wide x 277mm high

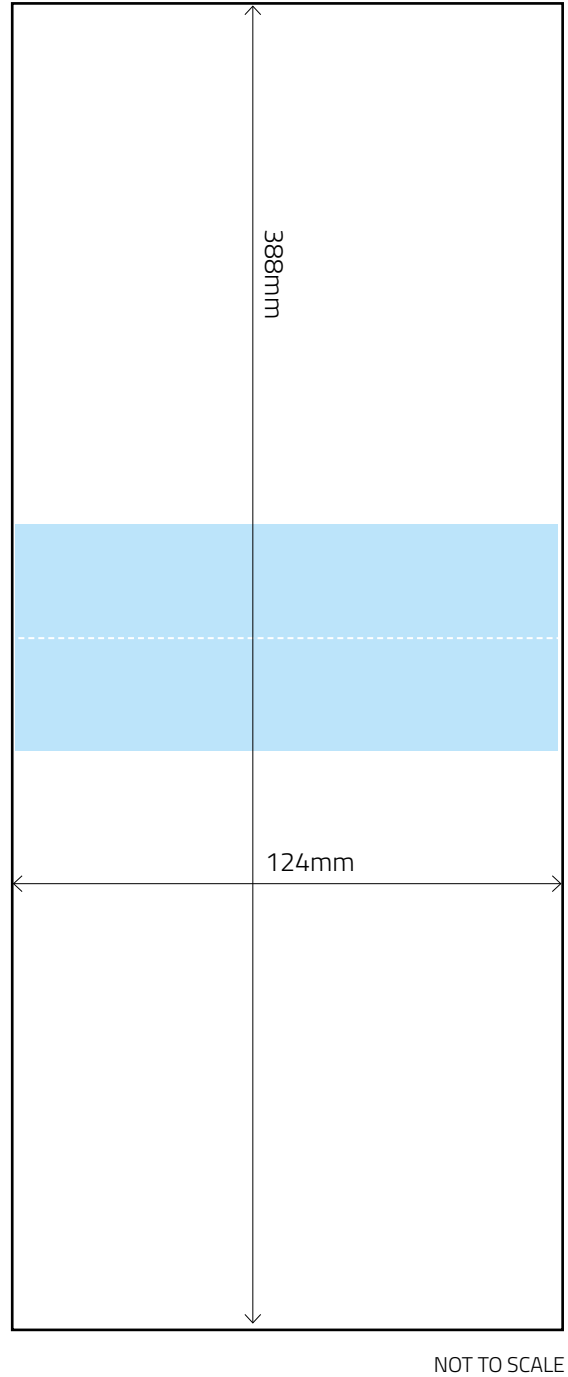




BLEED

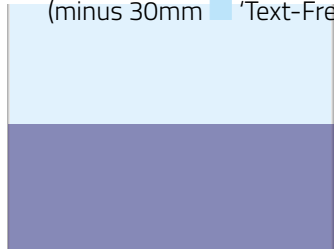


NON-BLEED



Key:

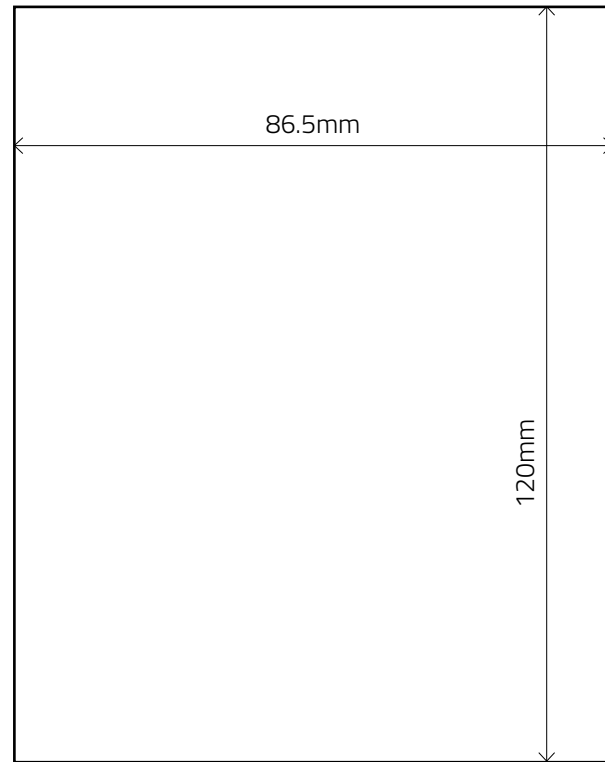
- Bleed Size = 426mm wide x 138mm high
- Trim Size = 420mm wide x 135mm high
- 'Text' Area = 400mm wide x 115mm high (minus 30mm  'Text-Free Area' in Gutter)



Key:

- Advert Size = 86mm wide x 277mm high (minus 30mm  'Text-Free Area' in Gutter)



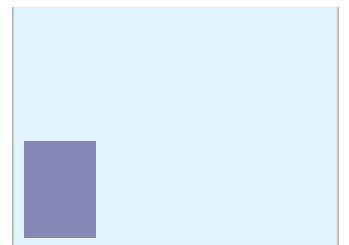


NOT TO SCALE

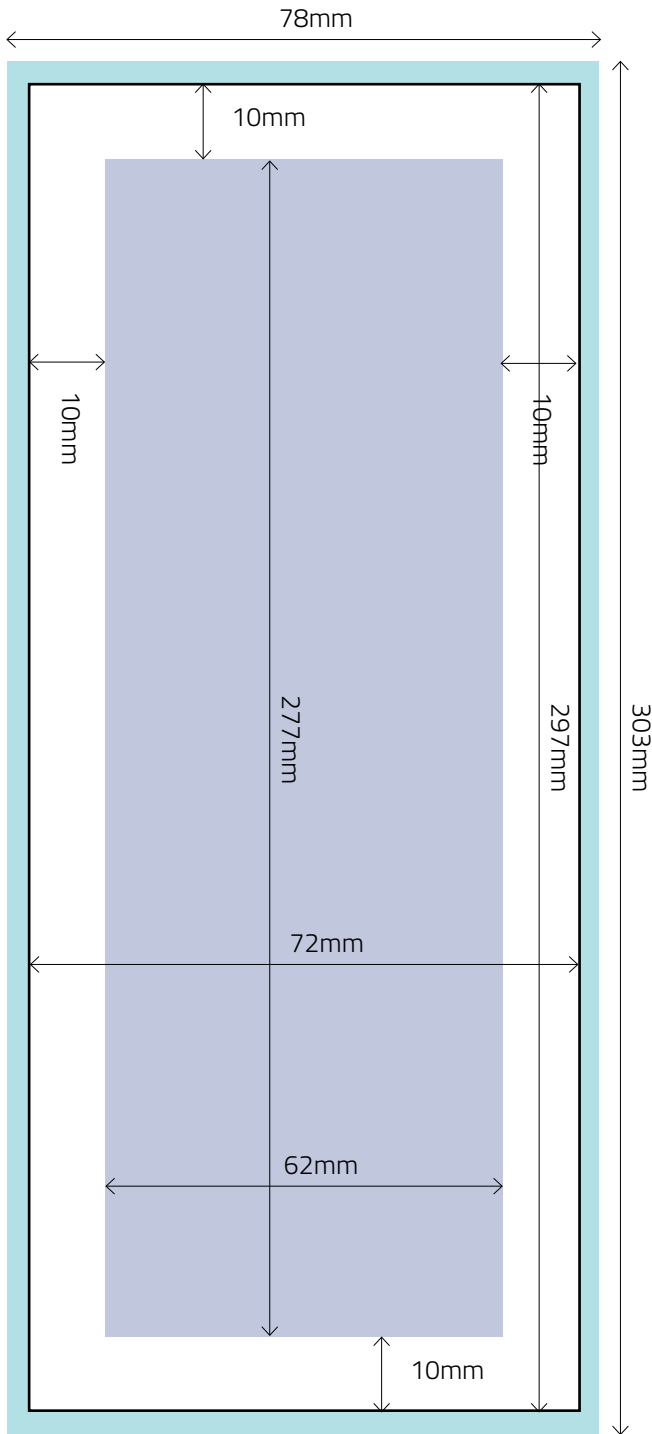
**Key:**

- Advert Size = 86.5mm wide x 120mm high

**Note:** We do not accept quarter page bleed adverts



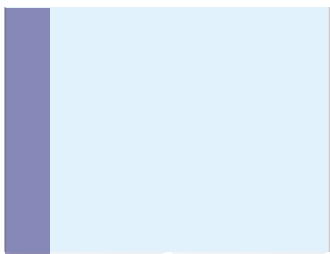
BLEED



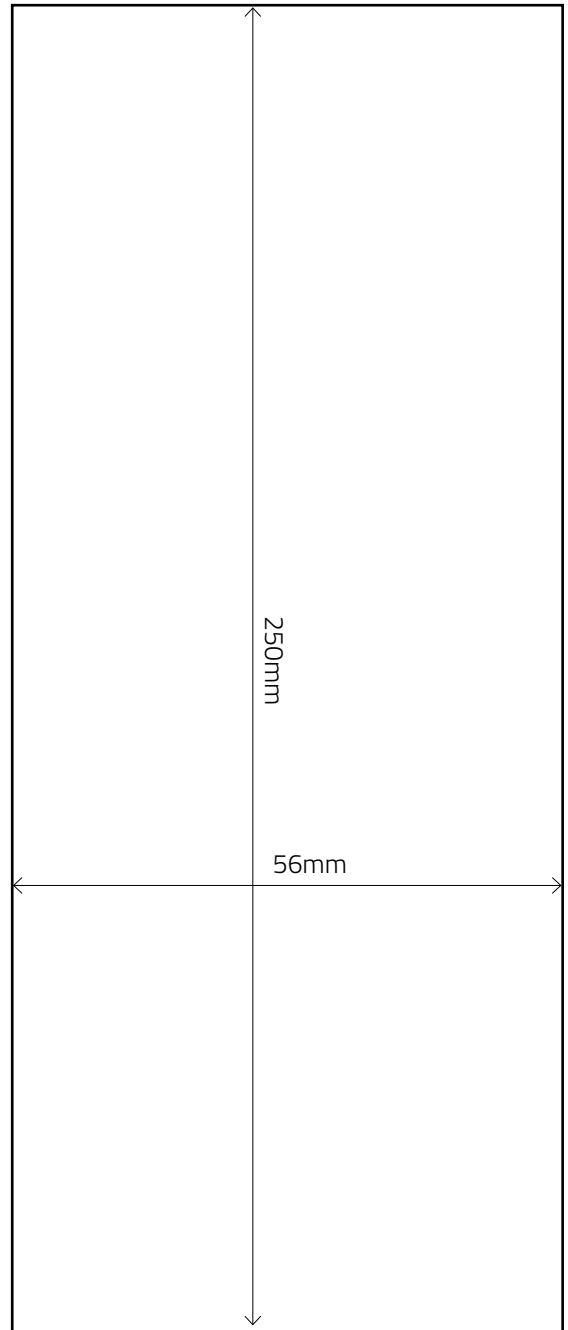
NOT TO SCALE

**Key:**

- Bleed Size = 78mm wide x 303mm high
- Trim Size = 72mm wide x 297mm high
- 'Text' Area = 62mm wide x 277mm high



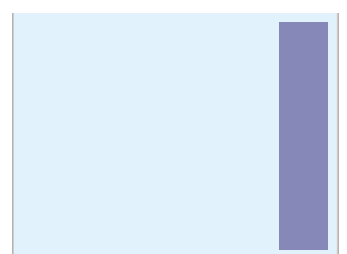
NON-BLEED

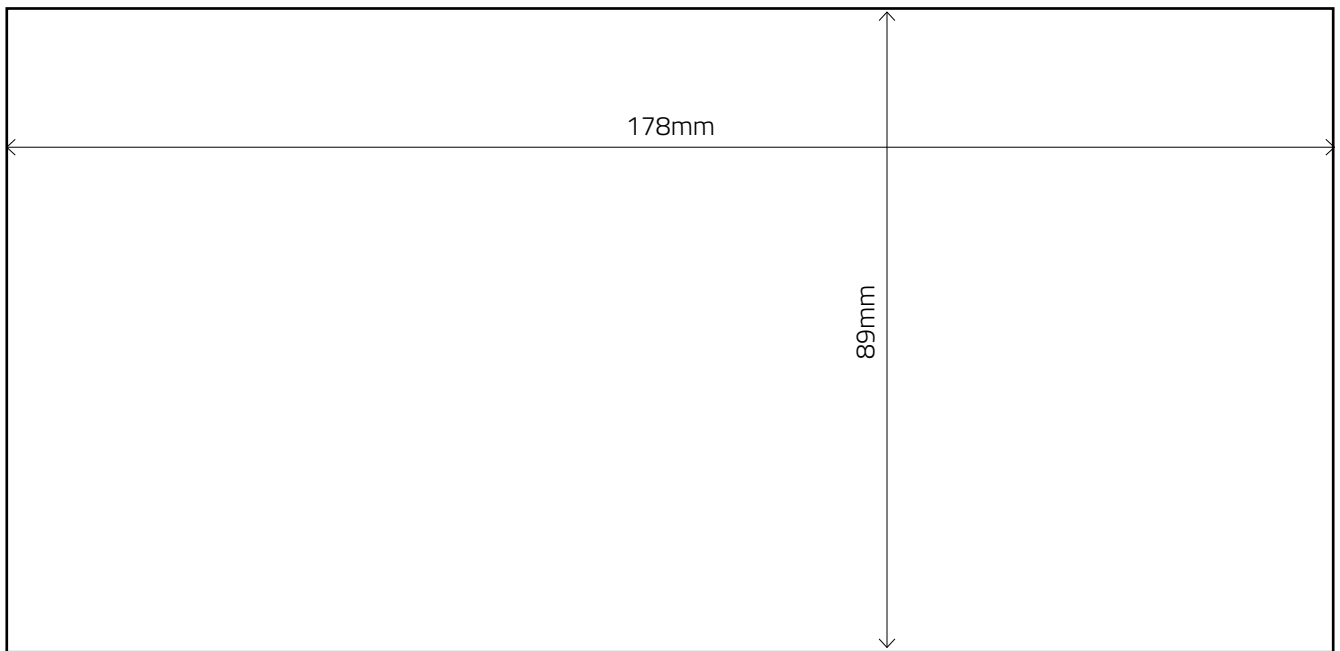


NOT TO SCALE

**Key:**

- Advert Size = 56mm wide x 250mm high



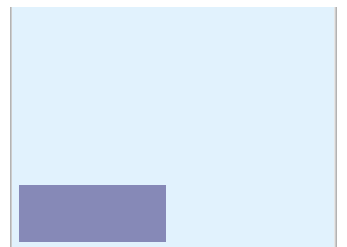


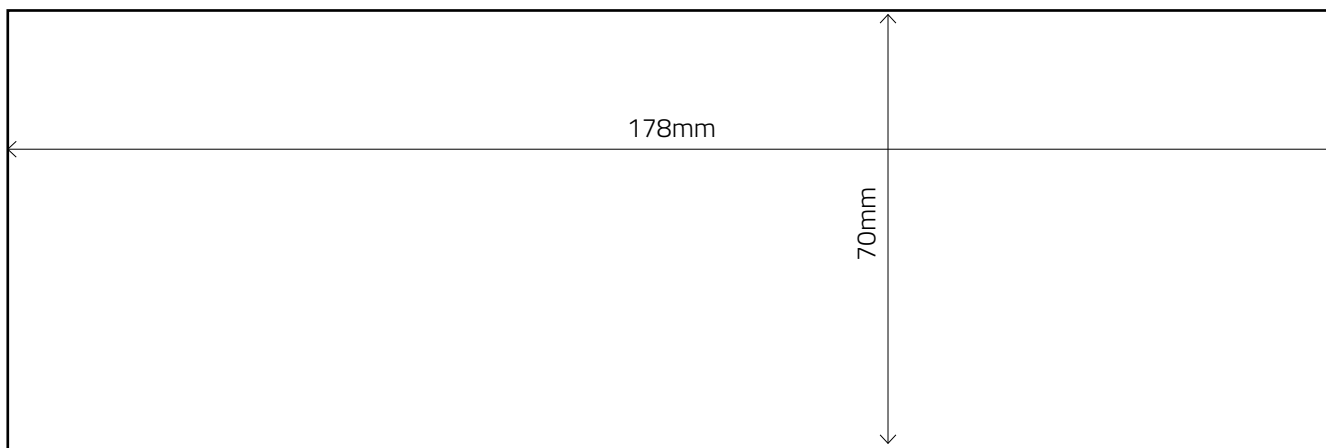
NOT TO SCALE

**Key:**

- Advert Size = 178mm wide x 89mm high

**Note:** We do not accept third page horizontal bleed adverts





NOT TO SCALE

**Key:**

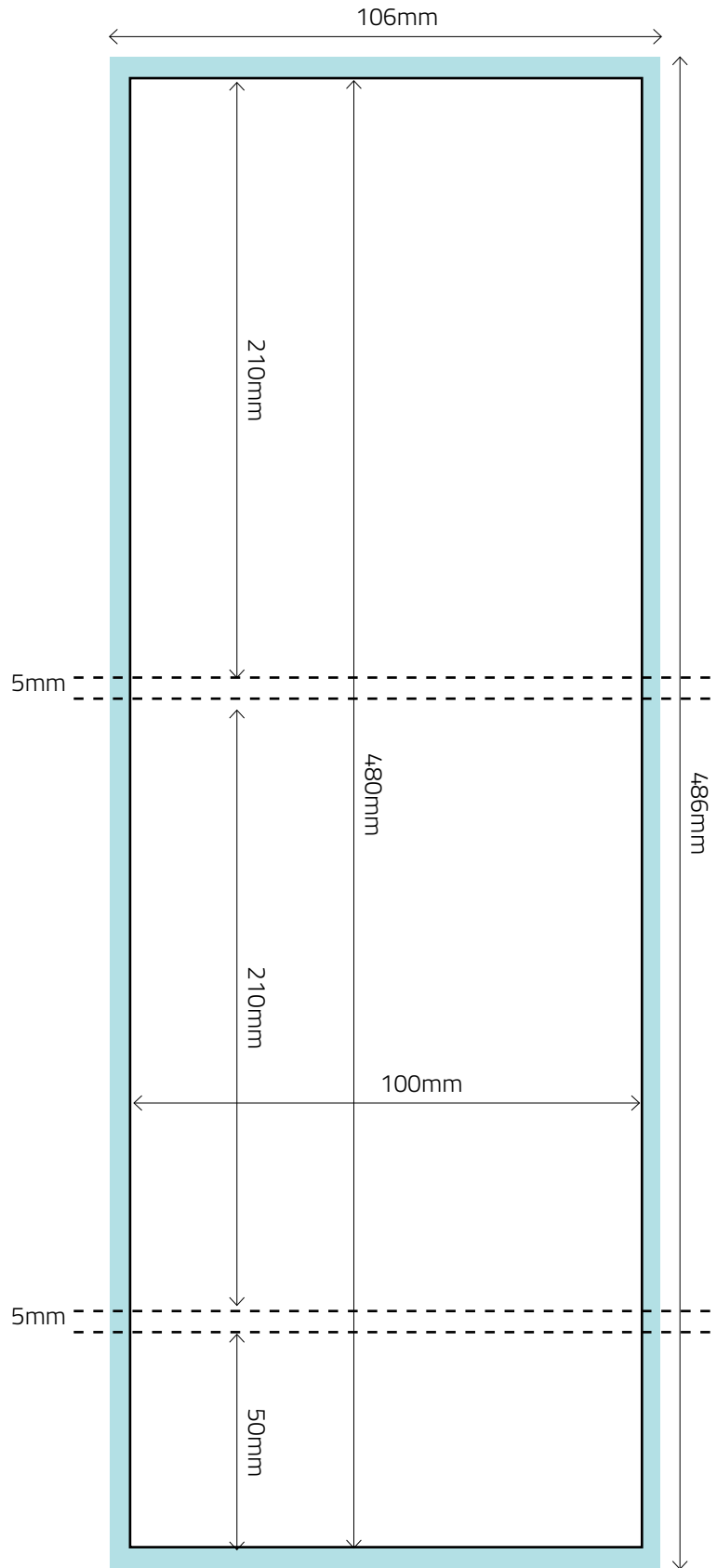
- Advert Size = 178mm wide x 70mm high

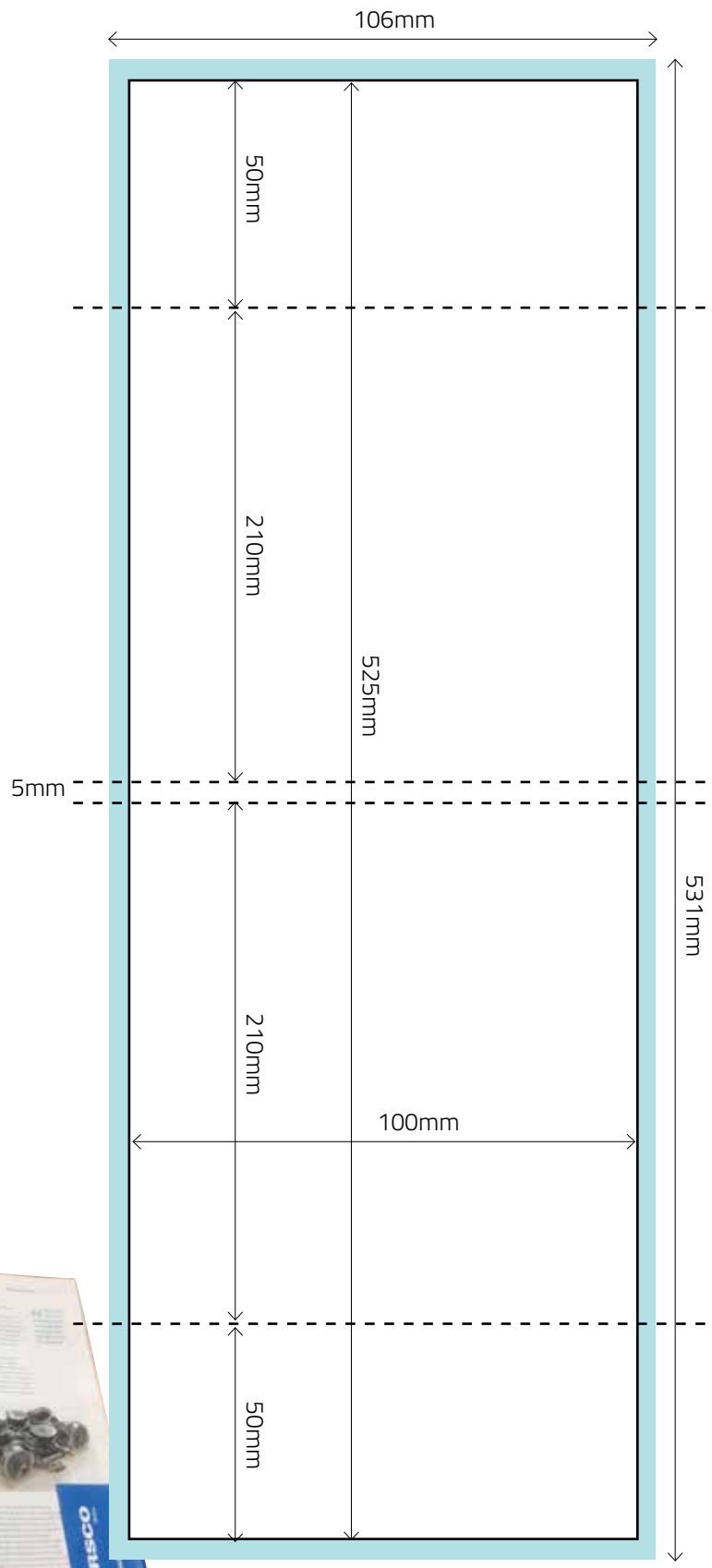
**Note:** We do not accept quarter page horizontal bleed adverts



**Key:**

- Bleed Size = 486mm wide x 106mm high
- Trim Size = 480mm wide x 100mm high



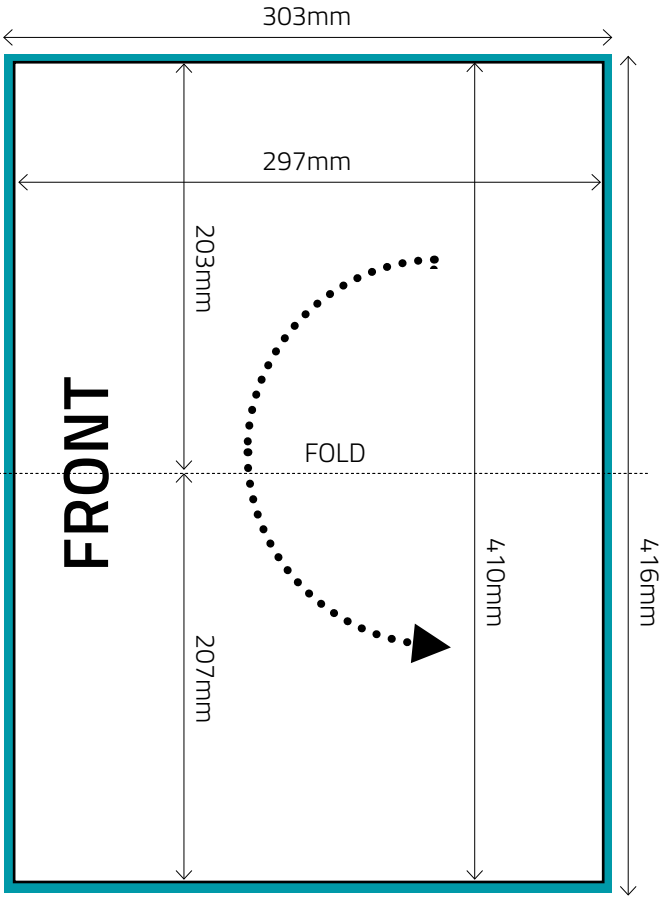


**Key:**

- Bleed Size = 531mm wide x 106mm high
- Trim Size = 525mm wide x 100mm high



NOT TO SCALE



**Key:**

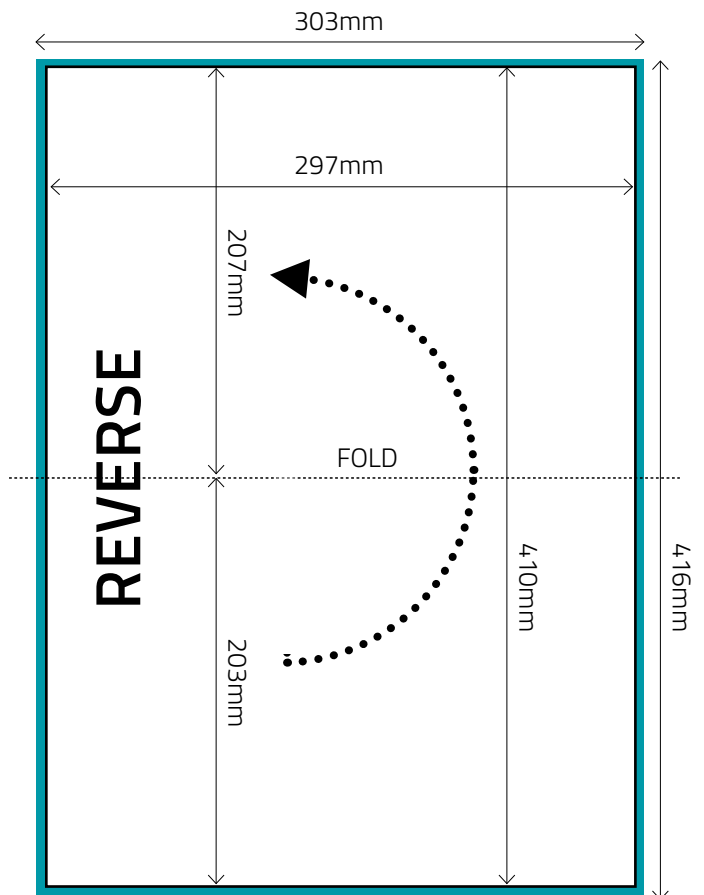
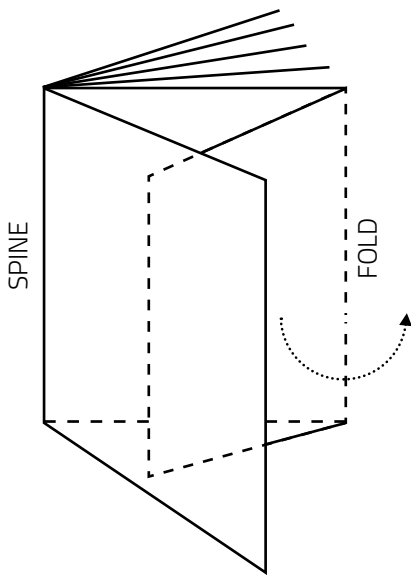
- Bleed Size = 416mm wide x 303mm high
- Trim Size = 410mm wide x 297mm high

**Note:**

Avoid running type across 'FOLD'  
 Allow approx. 10mm 'clear space'  
 (i.e. no text/logo) around edge of page

SPINE

SPINE



NOT TO SCALE