



PRINT ADVERTISING SPECIFICATIONS

- 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

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.

Design Service

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

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%

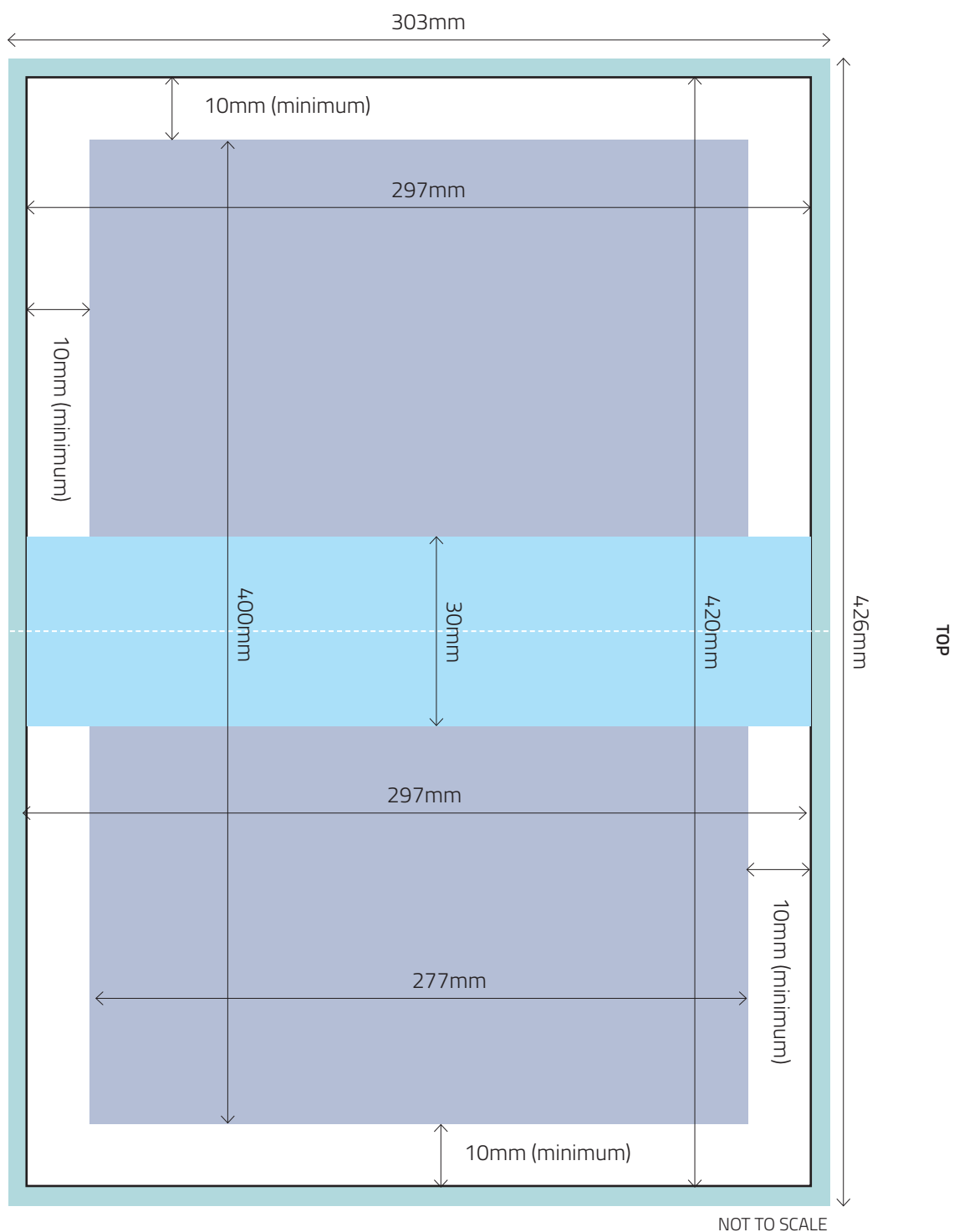
Printing

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

Supplying your .pdf

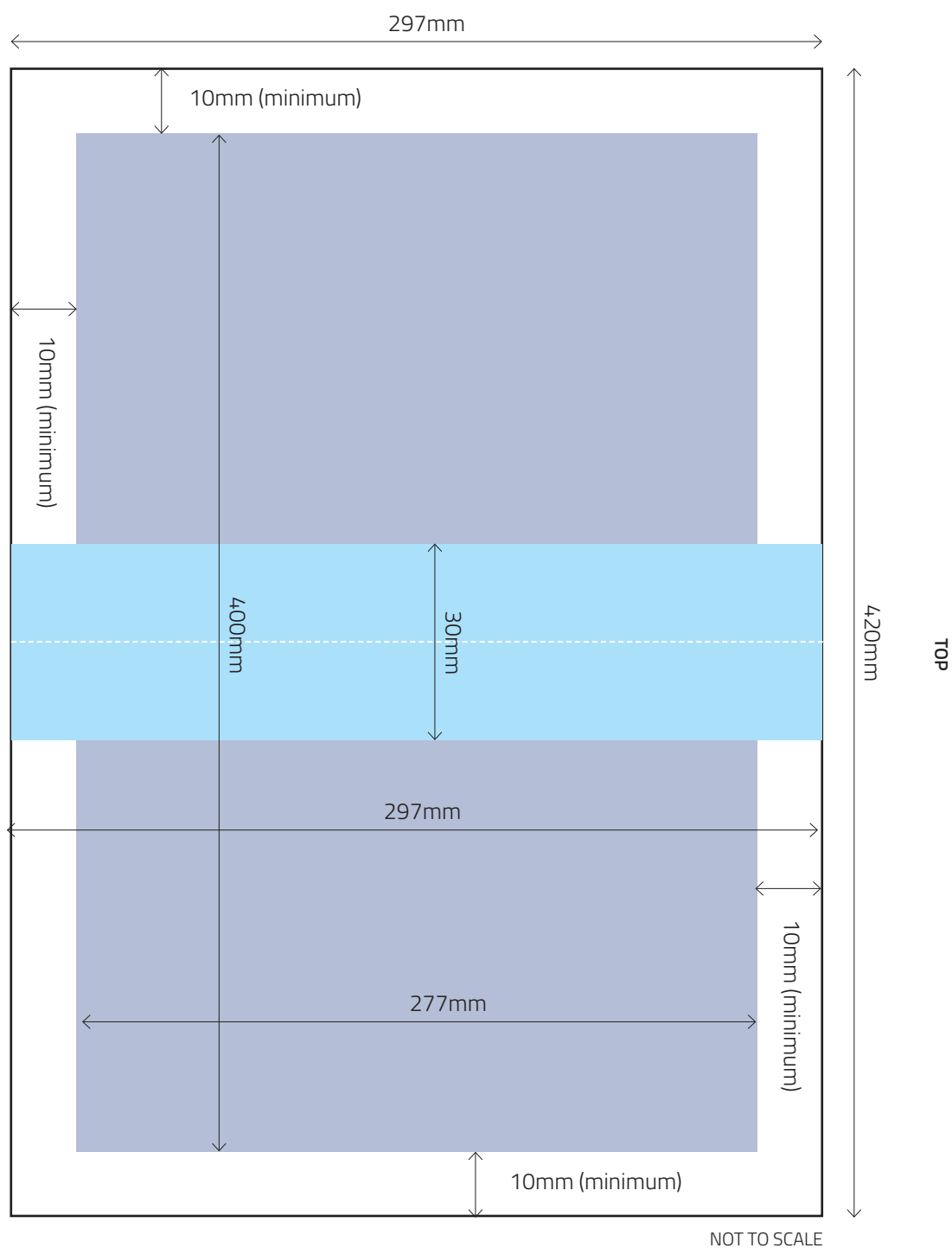
Please email your advertising material (in .pdf format only) to:
advertising@russellpublishing.com



**Key:**

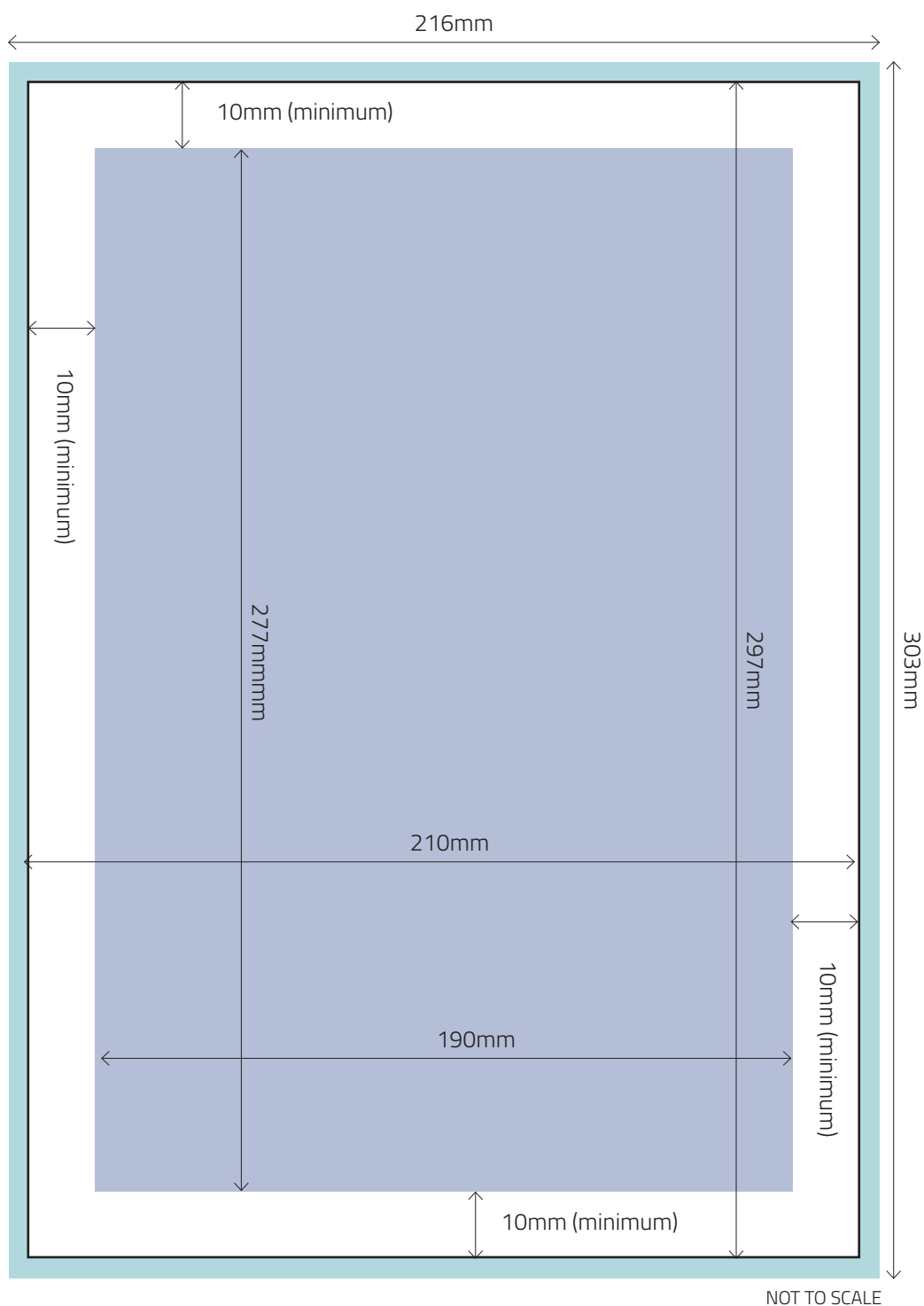
- Bleed Size = 426mm wide x 303mm high
- Trim Size = 420mm wide x 297mm high
- 'Text' Area = 400mm wide x 277mm high
(minus 30mm ■ 'Text-Free Area' in Gutter)



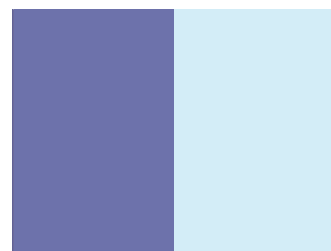
**Key:**

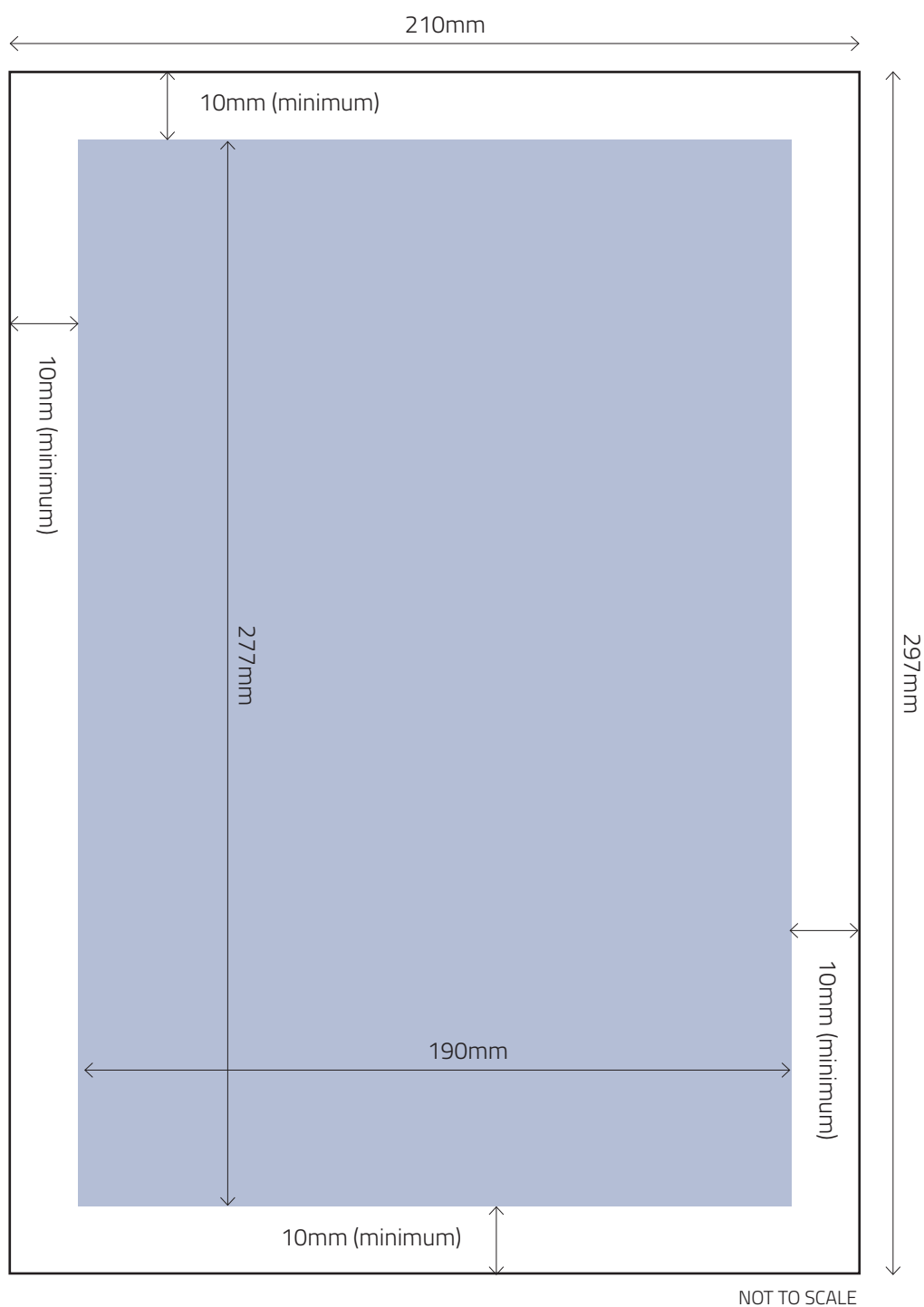
- Trim Size = 420mm wide x 297mm high
- 'Text' Area = 400mm wide x 277mm high
(minus 30mm ■ 'Text-Free Area' in Gutter)



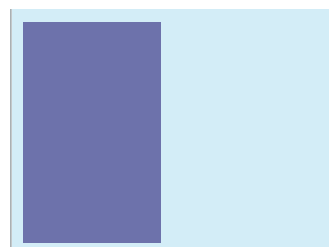
**Key:**

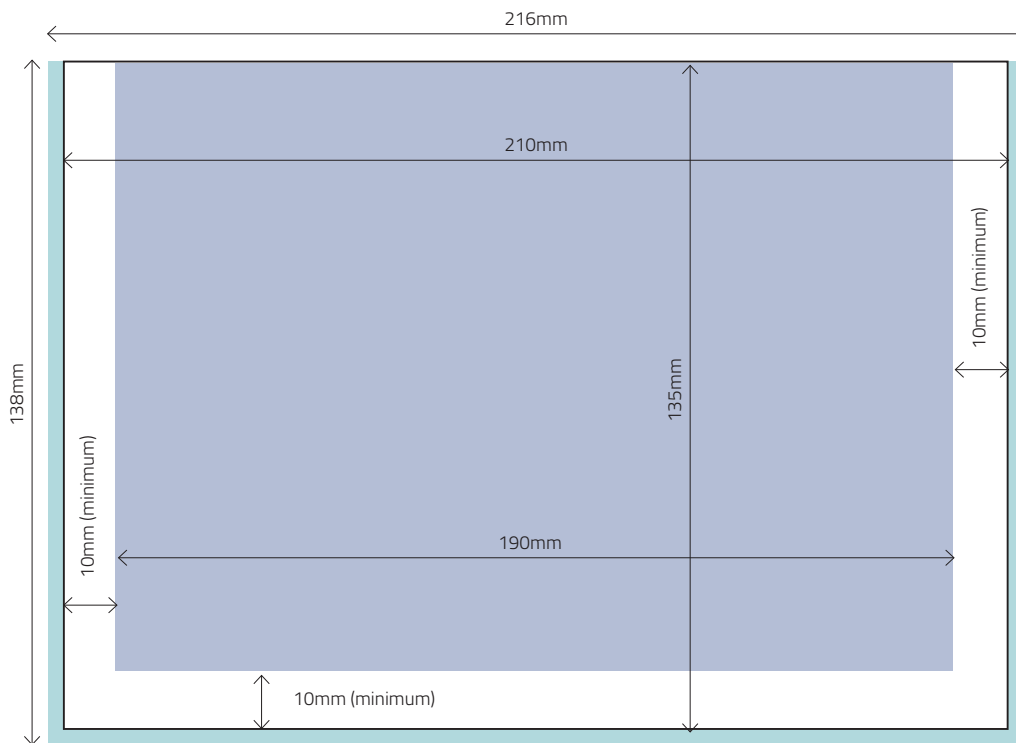
- Bleed Size = 216mm wide x 303mm high
- Trim Size = 210mm wide x 297mm high
- 'Text' Area = 190mm wide x 277mm high



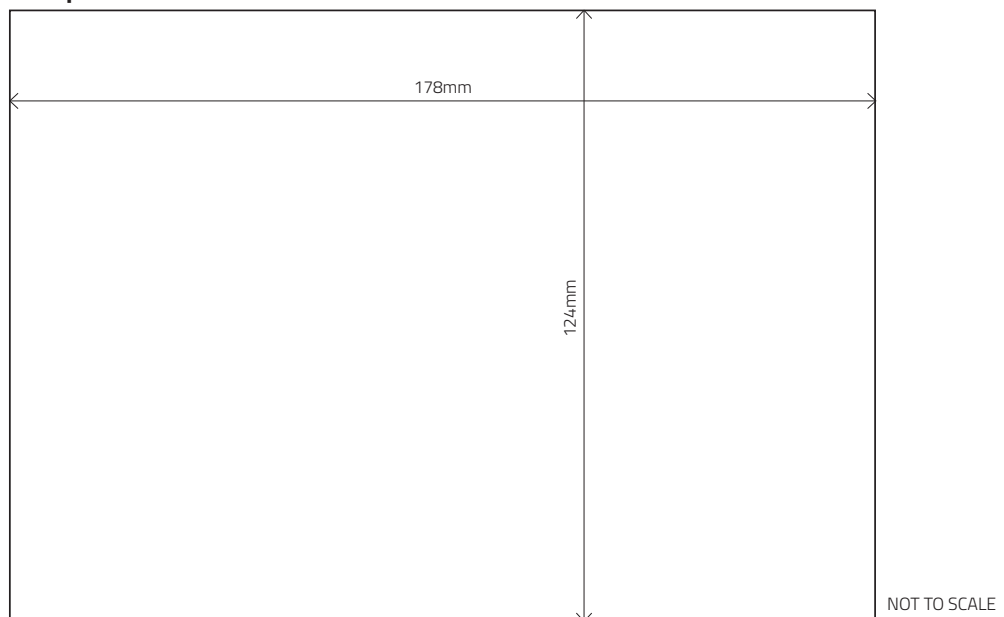
**Key:**

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



Bleed Option**Key:**

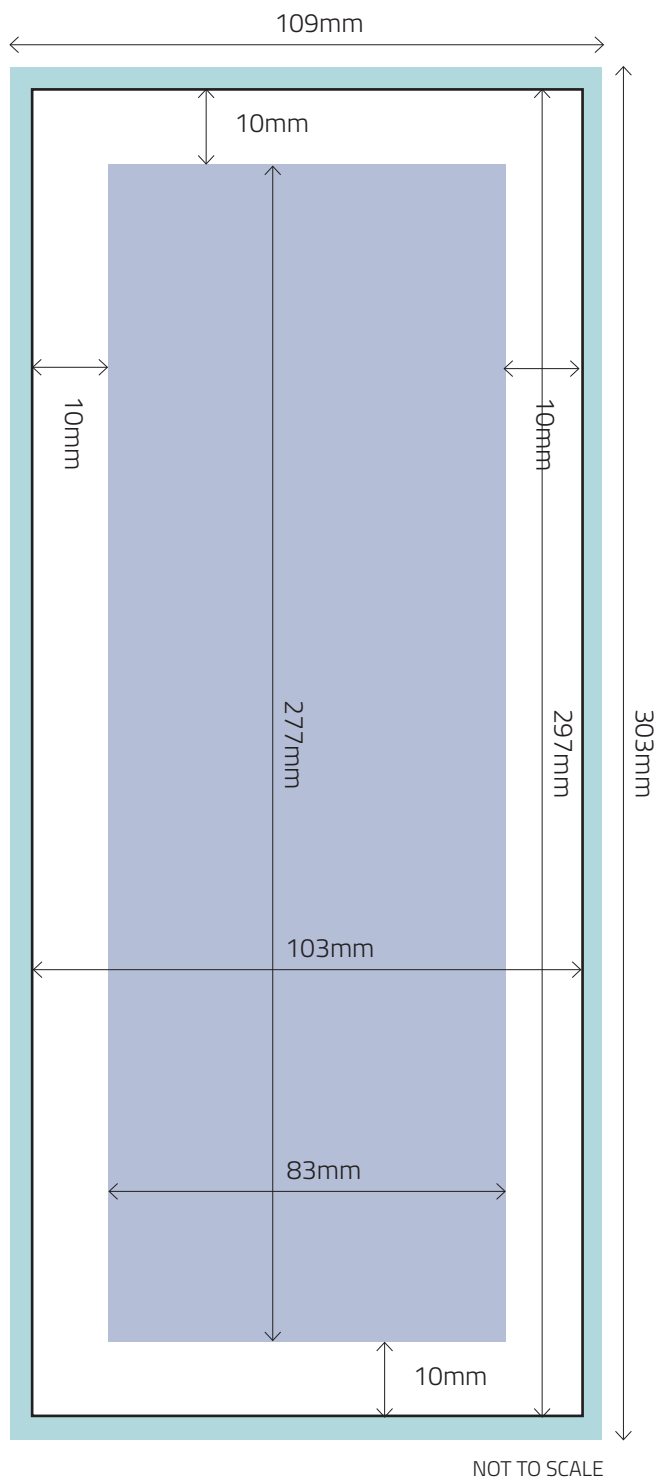
- Trim Size = 210mm wide x 135mm high
- 'Text' Area = 190mm wide x 125mm high

Non-Bleed Option**Key:**

- Advert Size = 178mm wide x 124mm high



BLEED

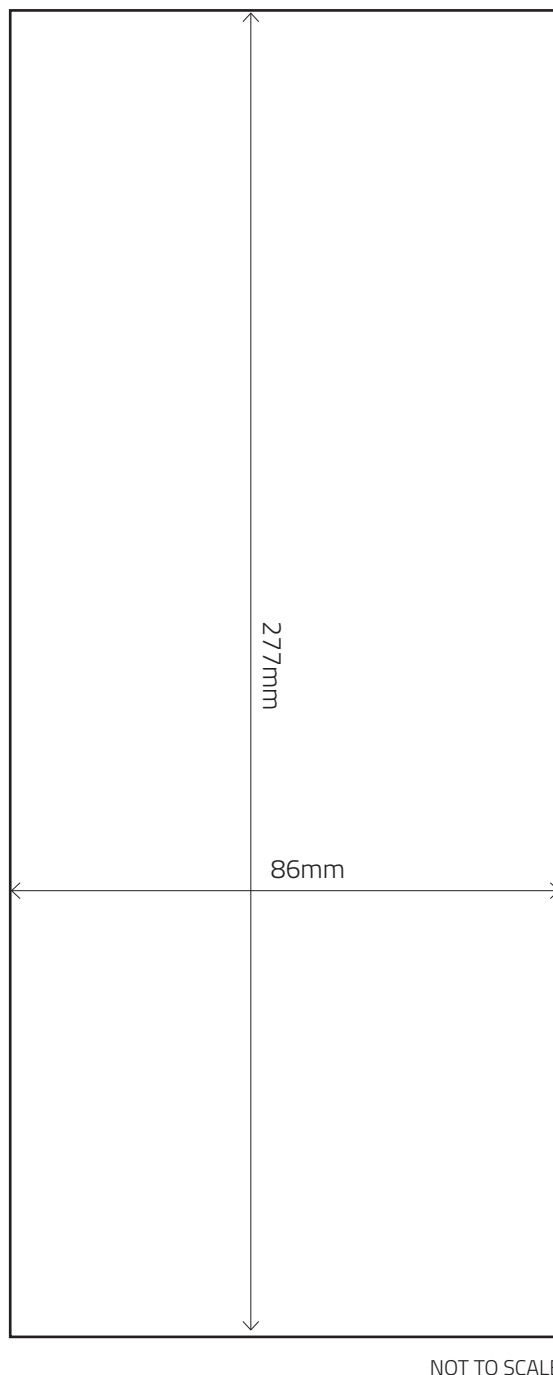


Key:

- Bleed Size = 109mm wide x 303mm high
- Trim Size = 103mm wide x 297mm high
- 'Text' Area = 83mm wide x 277mm high



NON-BLEED

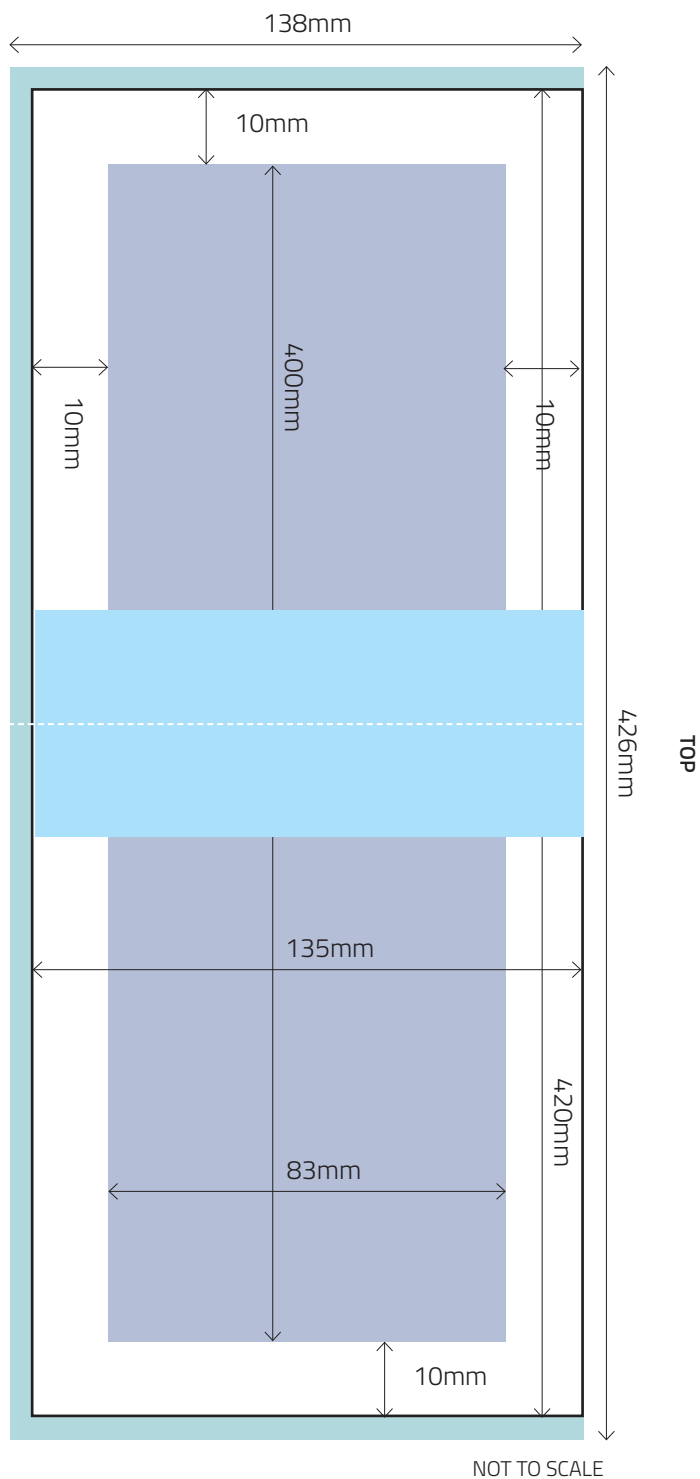


Key:

- Advert Size = 86mm wide x 277mm high

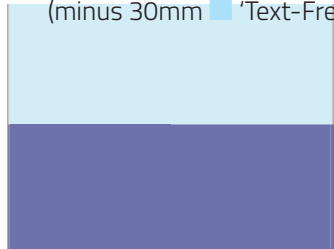


BLEED

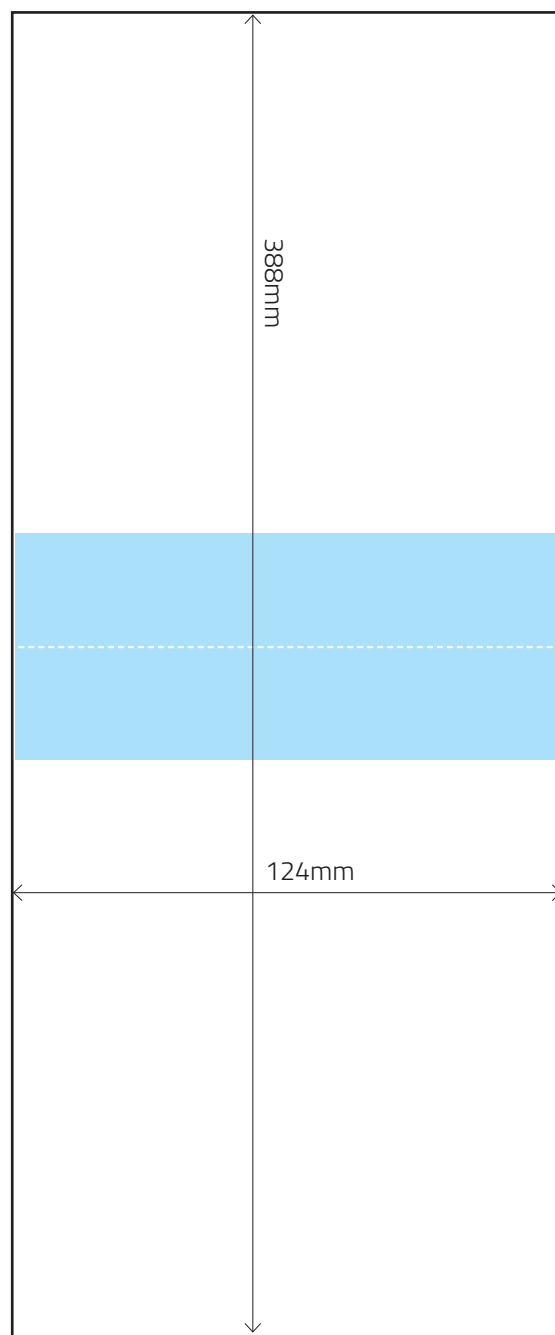


Key:

- 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)



NON-BLEED

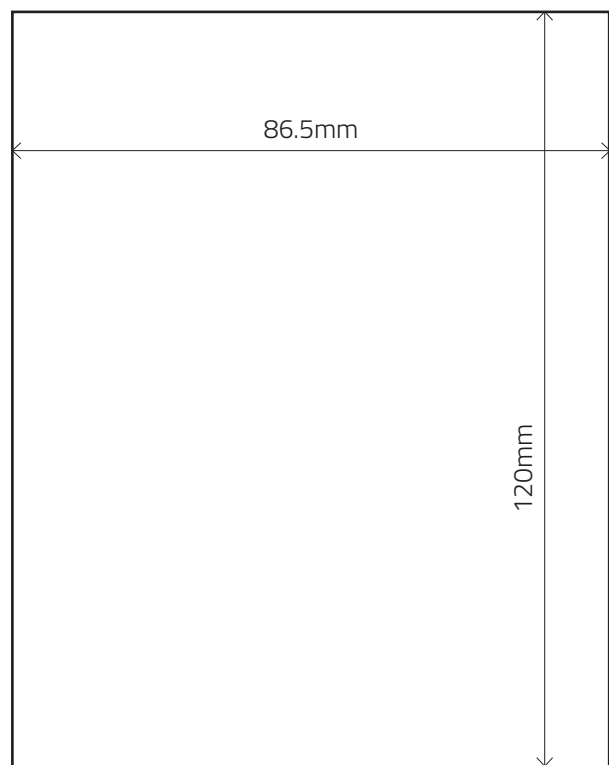


NOT TO SCALE

Key:

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





NOT TO SCALE

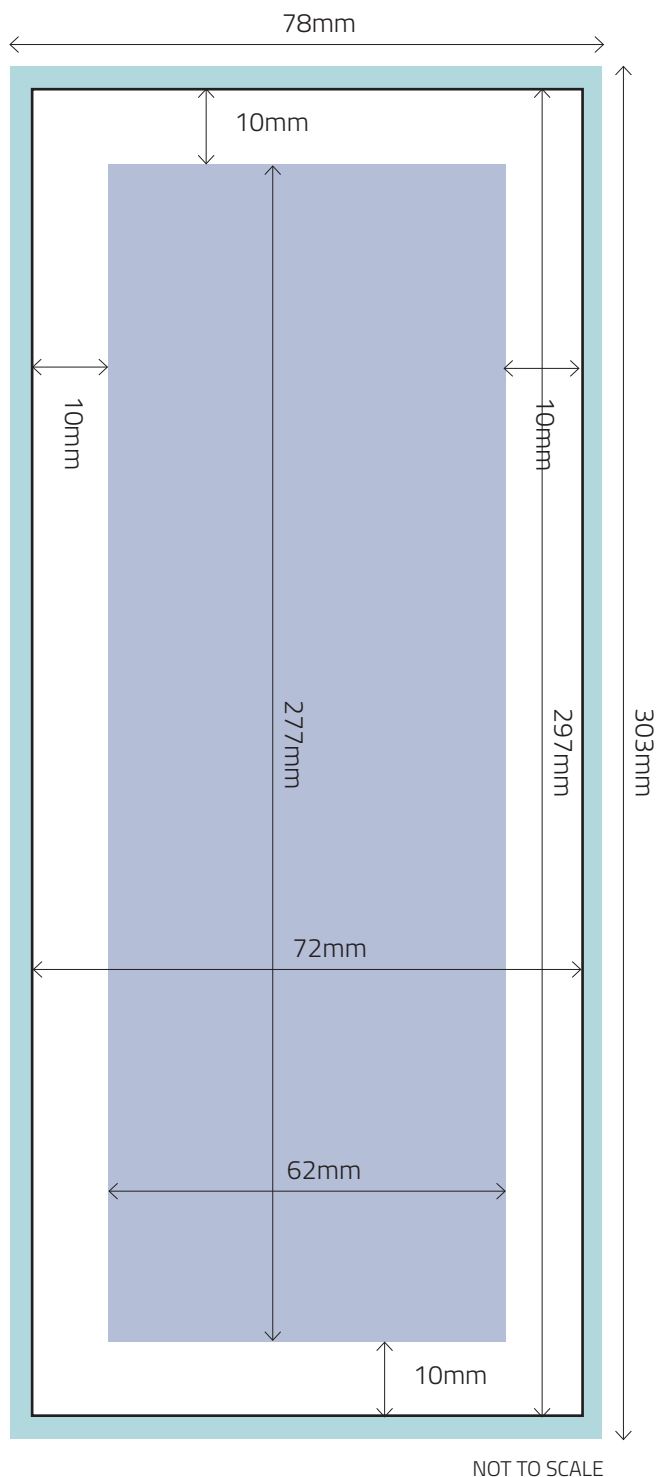
Key:

□ Advert Size = 86.5mm wide x 120mm high

Note: We do not accept quarter page bleed adverts



BLEED



Key:

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

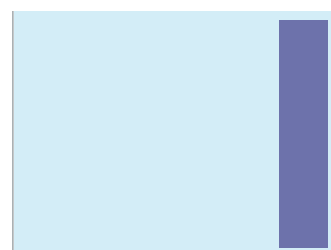


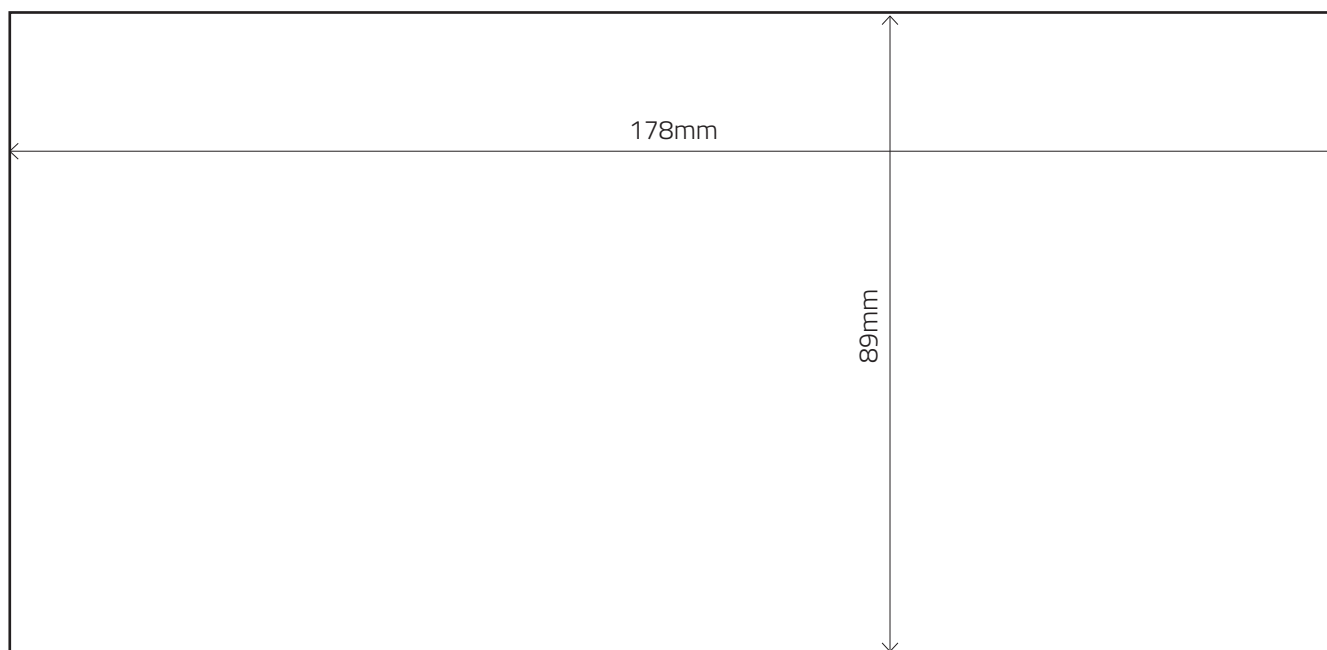
NON-BLEED



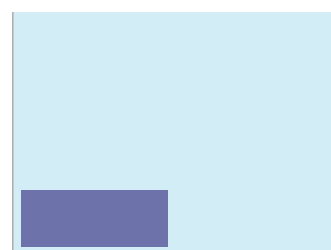
Key:

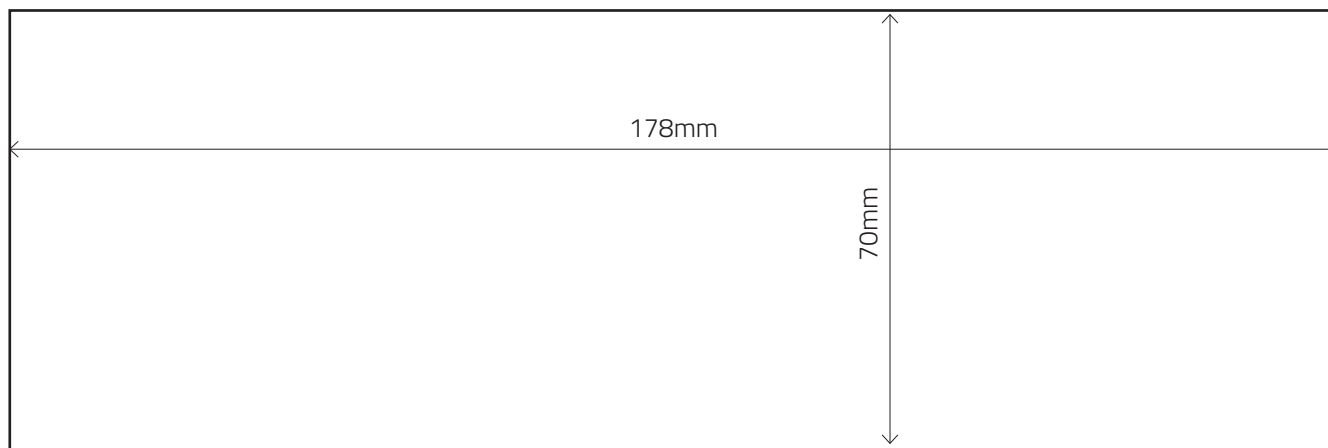
- Advert Size = 56mm wide x 250mm high





NOT TO SCALE

Key:☐ Advert Size = 178mm wide x 89mm high**Note:** We do not accept third page horizontal bleed adverts

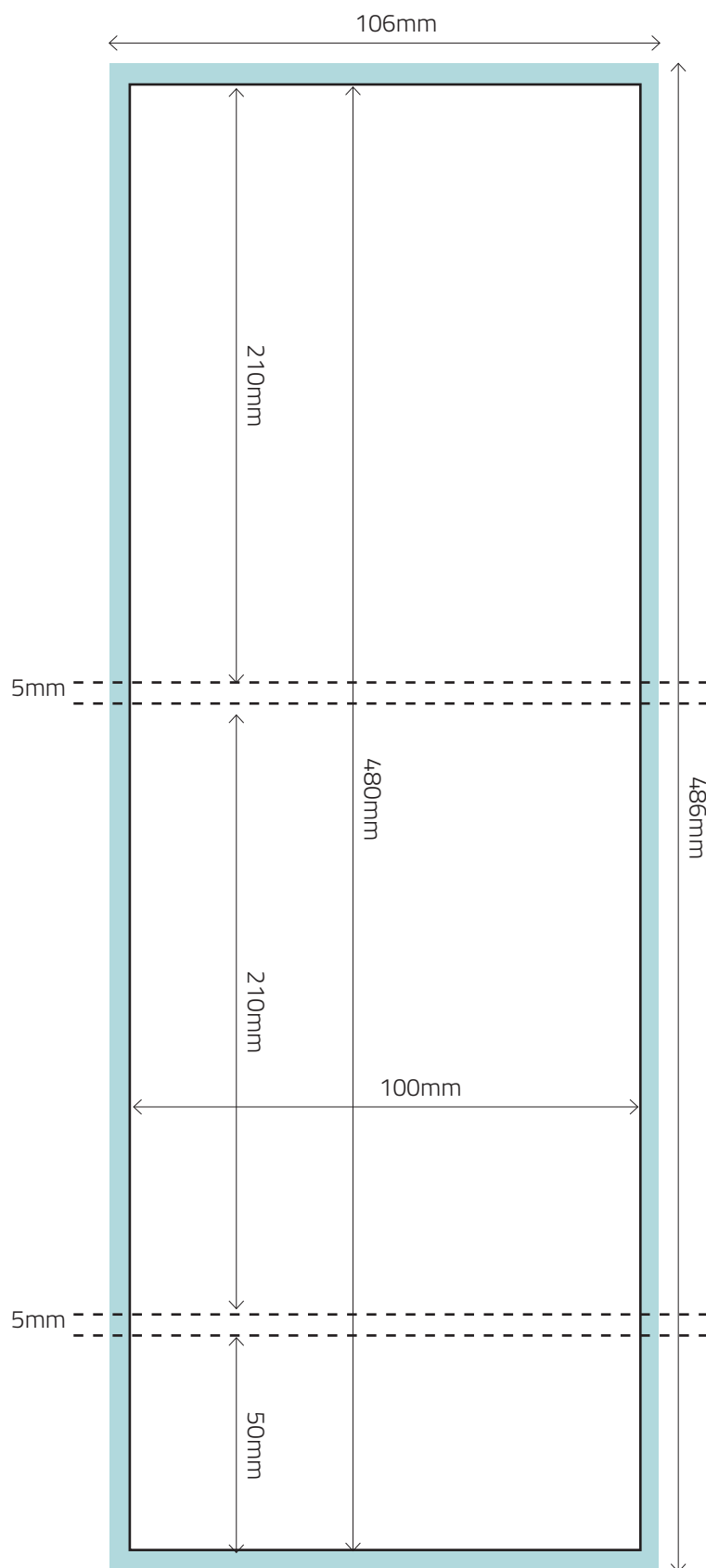


NOT TO SCALE

Key:☐ Advert Size = 178mm wide x 70mm high**Note:** We do not accept quarter page horizontal bleed adverts

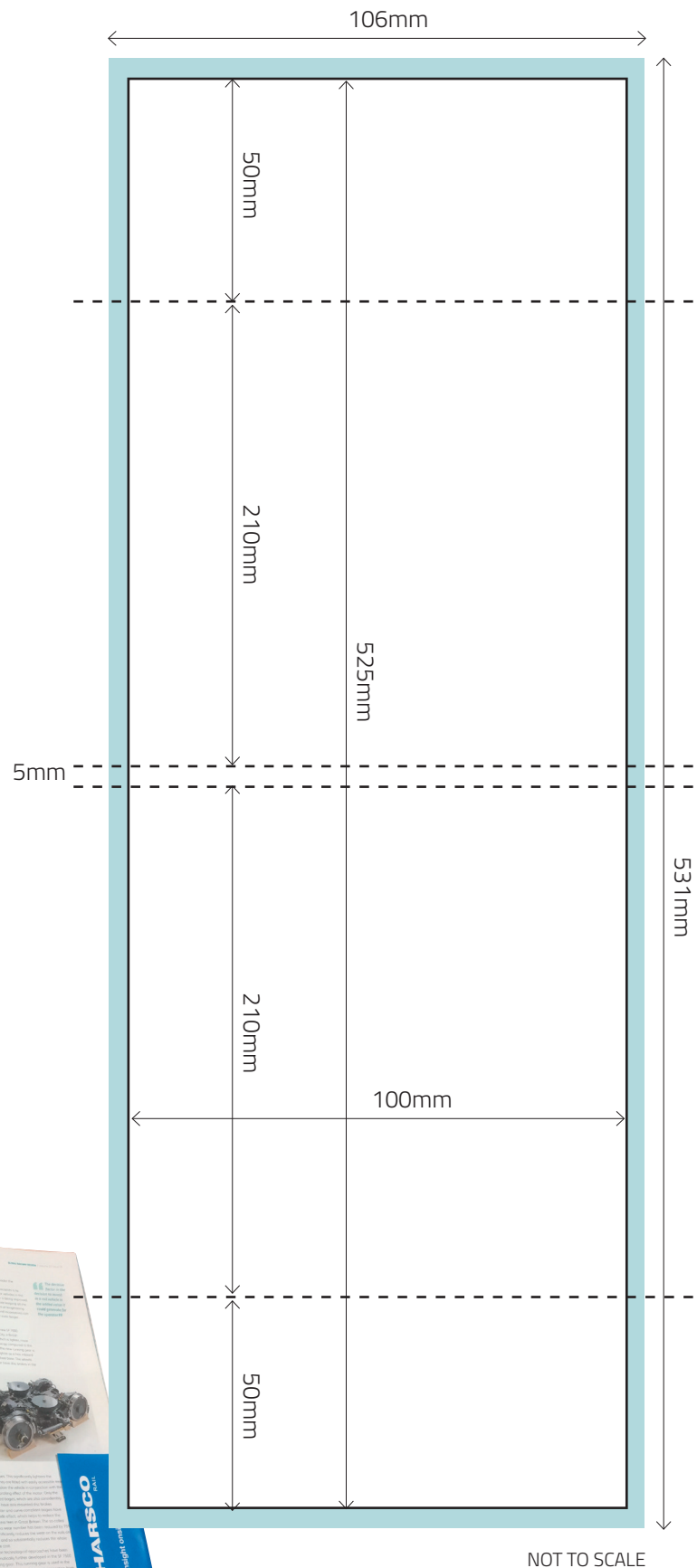
Key:

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



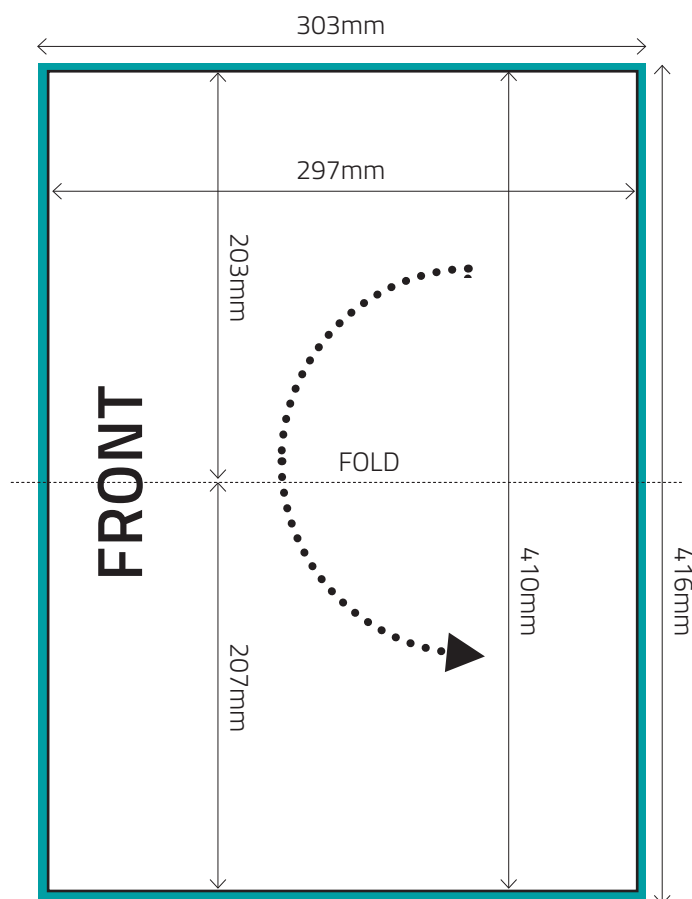
NOT TO SCALE



**Key:**

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



**Key:**

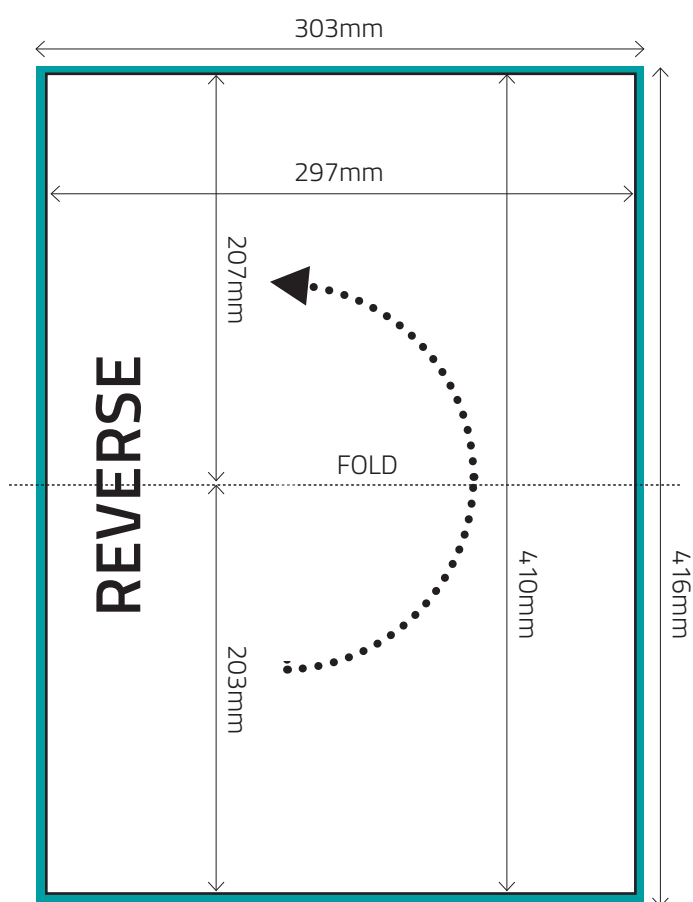
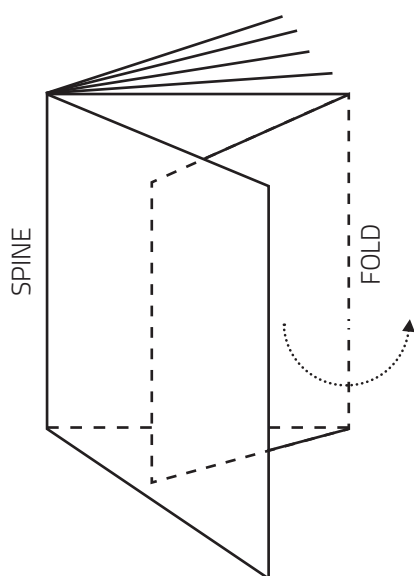
- Bleed Size = 416mm wide x 303mm high
- Trim Size = 410mm wide x 297mm high

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