

# H2O PUBLISHING TECHNICAL SPECIFICATIONS

All magazine adverts must be supplied as flattened high res PDFs.

## CMYK at 300dpi

- No transparencies
- No special colours or Pantone's
- No colour management or ICC profiles
- Fonts should be outlined



**NEPOR NGOBEH**  
PRODUCTION  
MANAGER

---

01474 520 256  
nepor@h2opublishing.co.uk

**Click through for specific specifications**

## H2O Publishing

Joynes House, New Road,  
Gravesend, DA11 0AJ

0345 500 6008

[www.h2opublishing.co.uk](http://www.h2opublishing.co.uk)

# H2O PUBLISHING MAGAZINES TECHNICAL SPECIFICATIONS

MAGAZINE SET TO A4  
**210mm X 297mm**

ALL MAGAZINE ADVERTS MUST BE SUPPLIED AS FLATTENED HIGH RES PDFS.

CMYK at 300dpi

- No transparencies • No special colours or Pantone's • Fonts should be outlined
- No colour management or ICC profiles other than CMYK



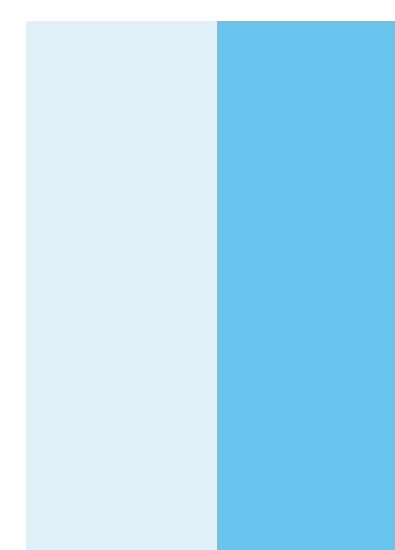
## WHOLE PAGE

**Bleed:** H = 303 mm x W = 216mm  
**Trim:** H = 297 mm x W = 210 mm  
**Type:** H = 268 mm x W = 196 mm



## DPS PAGE

**Bleed:** H = 303 mm x W = 426 mm  
**Trim:** H = 297 mm x W = 420 mm  
**Type:** H = 268 mm x W = 396 mm



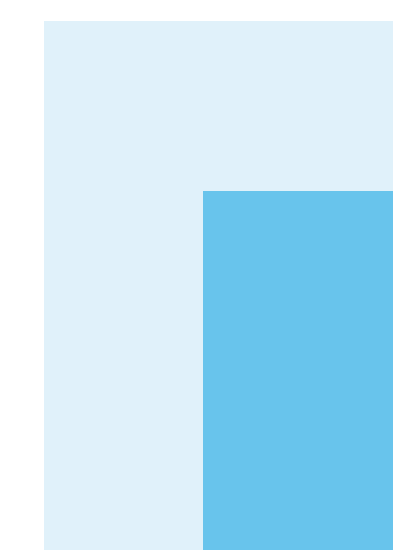
## 1/2 PAGE VERTICAL

**Bleed:** H = 303 mm x W = 111 mm  
**Trim:** H = 297 mm x W = 105 mm  
**Type:** H = 268 mm x W = 91 mm



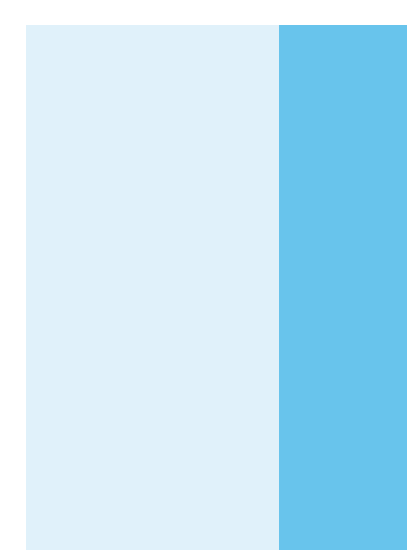
## 1/2 PAGE HORIZONTAL

**Bleed:** H = 154.5 mm x W = 216 mm  
**Trim:** H = 148.5 mm x W = 210 mm  
**Type:** H = 134 mm x W = 186 mm



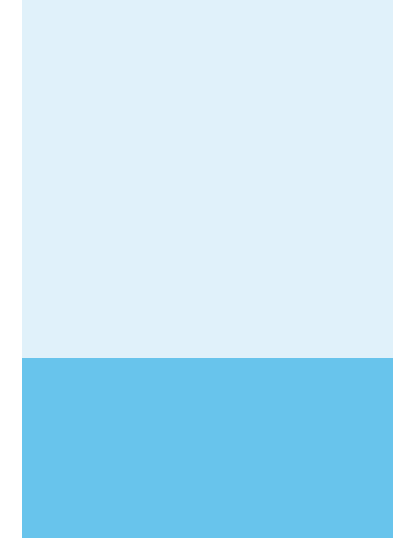
## JUNIOR PAGE

**Bleed:** H = 180 mm x W = 131 mm  
**Trim:** H = 174 mm x W = 125 mm  
**Type:** H = 156 mm x W = 110 mm



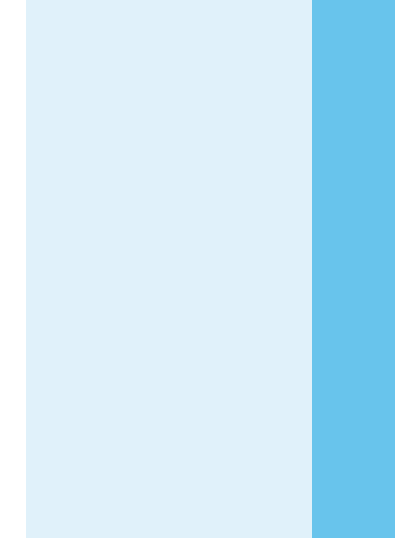
## 1/3 PAGE VERTICAL

**Bleed:** H = 303 mm x W = 76 mm  
**Trim:** H = 297 mm x W = 70 mm  
**Type:** H = 287 mm x W = 60 mm



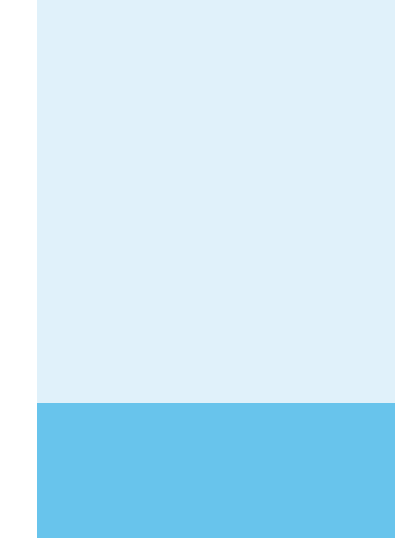
## 1/3 PAGE HORIZONTAL

**Bleed:** H = 101 mm x W = 216 mm  
**Trim:** H = 95 mm x W = 210 mm  
**Type:** H = 79 mm x W = 190 mm



## 1/4 PAGE VERTICAL

**Bleed:** H = 303 mm x W = 49 mm  
**Trim:** H = 297 mm x W = 43 mm  
**Type:** H = 268 mm x W = 37 mm



## 1/4 PAGE HORIZONTAL

**Bleed:** H = 80 mm x W = 216 mm  
**Trim:** H = 74 mm x W = 210 mm  
**Type:** H = 67 mm x W = 186 mm



## 1/4 PAGE STANDARD

**Bleed:** H = 154.5 mm x W = 111 mm  
**Trim:** H = 148.5 mm x W = 105 mm  
**Type:** H = 134 mm x W = 91 mm

# DIGITAL: WEB AND EMAIL TECHNICAL SPECIFICATIONS

ALL DIGITAL MEDIA MUST BE SUPPLIED AS RGB AT 72DPI

EACH BUTTON/BANNER WILL REQUIRE A URL TO LINK THE ADVERT TO THE WEB DESTINATION

## WEBSITE ADS

SUPPLIED AS EITHER A  
JPG, GIF OR ANIMATED GIF

### SINGLE BUTTON

**Size:** W = 300 px x H = 125 px  
**File size:** Maximum 250kb

### DOUBLE BUTTON/MPU

**Size:** W = 300 px x H = 250 px  
**File size:** Maximum 250kb

### SKYSCRAPER

**Size:** W = 300 px x H = 750 px  
**File size:** Maximum 250kb

### BANNER

**Size:** W = 480 px x H = 60 px  
**File size:** Maximum 250kb

## ENEWSLETTER

SUPPLIED AS EITHER A  
JPG OR PNG

### ENEWSLETTER BANNER

**Size:** W = 580 px x H = 90 px  
**File size:** Maximum 250kb

### ENEWSLETTER STORY

**Logo or image:** RGB as JPG or PNG  
**Words:** 200 - 300 words in style of news story

## HEFMA WEBSITE

SUPPLIED AS EITHER A  
JPG, GIF OR ANIMATED GIF

### SINGLE BUTTON

**Size:** W = 120 px x H = 120 px  
**File size:** Maximum 250kb

### DOUBLE BUTTON/MPU

**Size:** W = 120 px x H = 240 px  
**File size:** Maximum 250kb

### SUPER BUTTON

**Size:** W = 300 px x H = 250 px  
**File size:** Maximum 250kb

## PUB & BAR

### ENEWSLETTER TAKEOVER

Banner and news story as per ENewsletter Sponsorship plus Skyscraper as below

### ENEWSLETTER SKYSCRAPER

**Size:** W = 195 px x H = 830 px  
**File size:** Maximum 250kb  
**Format:** JPG or PNG

### EXPANDABLE BANNER

Two images required  
1 = 480 x 60 pixels  
2 = 915 x 100 pixels  
**Format:** JPG, GIF or ANIMATED GIF

## WEBSITE WALLPAPER

Please contact our Production Manager, Nepor Ngobeh, on 01474 520256 or nepor@h2opublishing.co.uk for specific specifications and a link to an artwork template file will be supplied.