

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
- 3mm bleed & crop marks

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PRODUCTION MANAGER

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Click through for specific specifications

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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

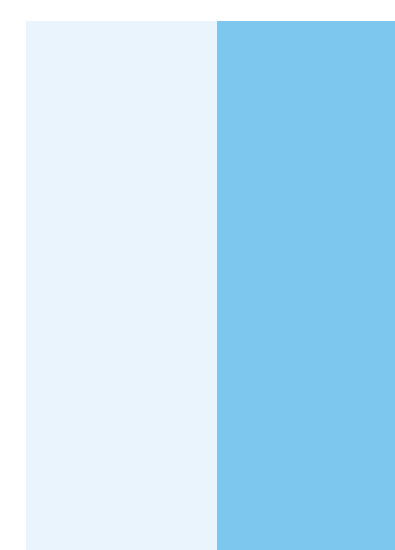


DPS PAGE

Bleed: H = 303 mm x W = 426 mm

Trim: H = 297 mm x W = 420 mm

Type: H = 268 mm x W = 396 mm

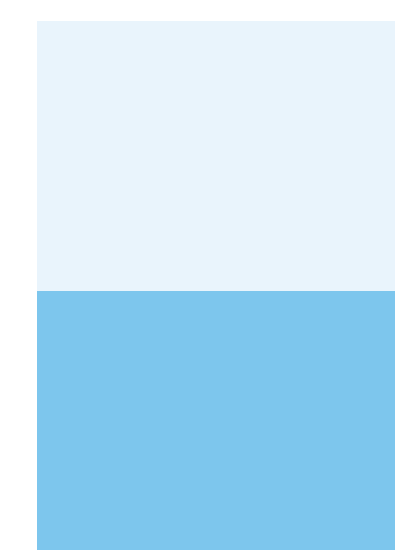


1/2 PAGE VERTICAL

Bleed: H = 303 mm x W = 111 mm

Trim: H = 297 mm x W = 105 mm

Type: H = 268 mm x W = 91 mm

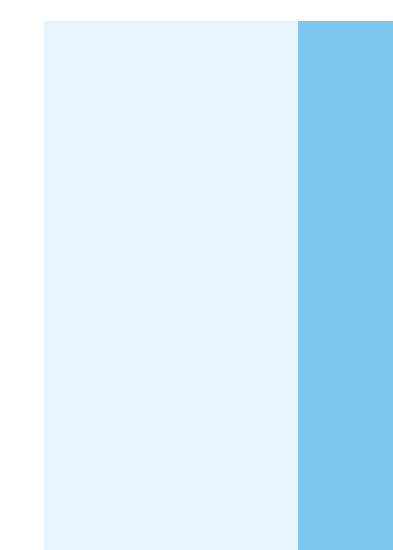


1/2 PAGE HORIZONTAL

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



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

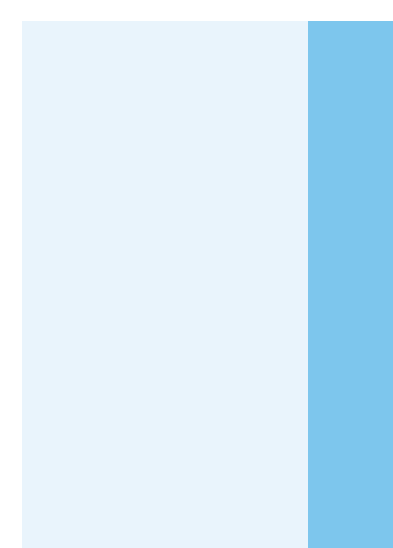


1/3 PAGE HORIZONTAL

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

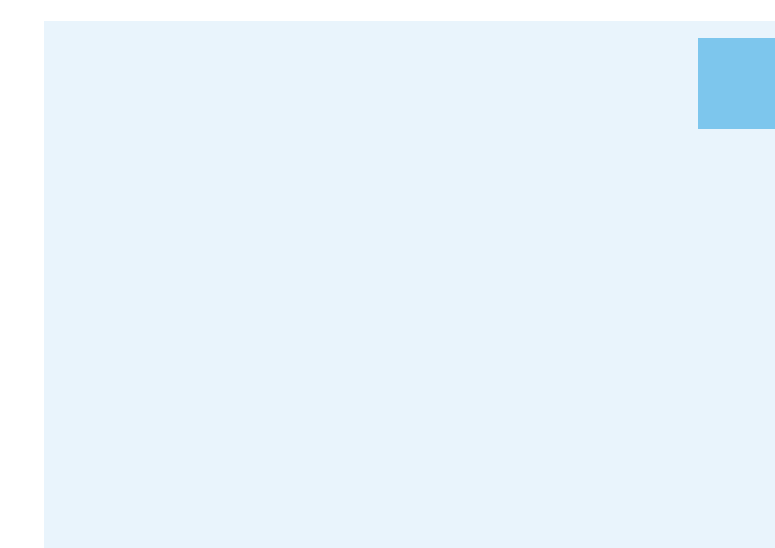


1/4 PAGE STANDARD

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



WALLPLANNER BOX

Bleed: H = 97 mm x W = 97 mm

Trim: H = 85 mm x W = 85 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, Hannah Broad, on 01474 520256 or hannah@h2opublishing.co.uk for specific specifications and a link to an artwork template file will be supplied.