

Magazine Advertising Specifications



WELCOME TO BAUER MEDIA

Reaching over 25 Million adults in the UK. Radio, Digital, TV, Magazines, Live.



ENRICHING EVERYDAY LIFE

Magazine Brands

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Dimensions - All measurements are in millimetres, **Height x Width**

ALL DPS FILES **MUST** BE SUPPLIED AS TWO SEPARATE PAGES

Note: Please ensure all vital copy is at least 8mm away from trim

COLOUR PROFILES: Please refer to detailed profile specs on pages 7/8

DISPLAY & CLASSIFIED SIZES

	Full Page	Half page horizontal	Half page vertical	Quarter page box	Quarter horizontal	Eighth Page	1/16th vertical
AUTOMOTIVE							
	Trim 295x205 Type 274x184 Bleed 301x211	Trim 145x205 Type 135x184 Bleed 147x211	Trim 295x97 Type 274x90 Bleed 301x103	Type 135x90	Type 65x184	Type 65x90	Type 65x43
	Trim 295x207 Type 255x193 Bleed 301x213	Trim 144x207 Type 125x193 Bleed 150x213	Trim 295x98 Type 255x94 Bleed 301x104	Type 125x94	Type 60x193	Type 60x94	
	Trim 295x205 Type 267x184 Bleed 301x211	Trim 145x205 Type 130x184 Bleed 147x211	Trim 295x97 Type 267x89 Bleed 301x103	Type 135x90	Type 65x184	Type 65x90	Type 65x43
	Trim 295x205 Type 264x184 Bleed 301x211	Trim 145x205 Type 130x184 Bleed 147x211	Trim 295x97 Type 264x90 Bleed 301x103	Type 130x90	Type 63x184	Type 60x90	
	Type 315x265	Type 155x265	Type 315x130	Type 155x130	Type 75x265	Type 75x130	Type 75x62.5
	Type 3 15x265	Type 155x265	Type 315x104	Type 155x130	Type 75x265	Type 75x130	Type 75x62.5
	Trim 295x205 Type 274x184 Bleed 301x211	Trim 145x205 Type 135x184 Bleed 147x211	Trim 295x97 Type 274x89 Bleed 301x103	Type 135x90	Type 65x184	Type 65x90	Type 65x43
	Trim 295x205 Type 274x184 Bleed 301x211	Trim 145x205 Type 135x184 Bleed 151x211	Trim 295x97 Type 274x90 Bleed 301x103	Type 135x90	Type 65x184	Type 65x90	Type 65x43
B2B							
	Trim 297x210 Type 263x180 Bleed 303x216	Type 128x180	Type 263x88	Type 128x88	Type 40x180	Type 62x88	
	Trim 297x210 Type 263x180 Bleed 303x216	Type 128x180	Type 263x88	Type 128x88	Type 40x180	Type 62x88	
	Trim 297x210 Type 281x194 Bleed 303x216	Trim 148x210 Type 139x194 Bleed 154x216	Trim 297x105 Type 281x94 Bleed 303x111	Type 139x94	Type 68x194	Type 68x94	
OUTDOOR							
	Trim 297x210 Type 281x194 Bleed 303x216	Trim 148x210 Type 139x194 Bleed 154x216	Trim 297x105 Type 281x94 Bleed 303x111	Type 139x94	Type 68x194	Type 68x94	Type 68x45
	Trim 297x210 Type 281x194 Bleed 303x216	Trim 148x210 Type 139x194 Bleed 154x216	Trim 297x105 Type 281x94 Bleed 303x111	Type 139x94	Type 68x194	Type 68x94	Type 68x45

	Full Page	Half page horizontal	Half page vertical	Quarter page box	Quarter horizontal	Eighth Page	1/16th vertical
Country Walking	Trim 297x210 Type 281x194 Bleed 303x216	Trim 148x210 Type 139x194 Bleed 154x216	Trim 297x105 Type 281x94 Bleed 303x111	Type 139x94	Type 68x194	Type 68x94	Type 68x45
Garden answers	Trim 280x200 Type 260x180 Bleed 286x206	Trim 135x200 Type 128x180 Bleed 141x206	Trim 280x95 Type 260x88 Bleed 286x101	Type 128x88	Type 62x180	Type 62x88	Type 62x42
Garden NEWS	Trim 280x200 Type 260x180 Bleed 286x206	Trim 135x200 Type 128x180 Bleed 141x206	Trim 280x95 Type 260x88 Bleed 286x101	Type 128x88	Type 62x180	Type 62x88	Type 62x42
Improve your Coarse FISHING	Trim 297x210 Type 281x194 Bleed 303x216	Trim 148x210 Type 139x194 Bleed 154x216	Trim 297x105 Type 281x94 Bleed 303x111	Type 139x94	Type 68x194	Type 68x94	Type 68x45
LandScape	Trim 280x200 Type 260x180 Bleed 286x206	Trim 135x200 Type 128x180 Bleed 141x206	Trim 280x95 Type 260x88 Bleed 286x101	Type 128x88	Type 62x180	Type 62x88	Type 62x42
MODERN Gardens	Trim 280x200 Type 260x180 Bleed 286x206	Trim 135x200 Type 128x180 Bleed 141x206	Trim 280x95 Type 260x88 Bleed 286x101	Type 128x88	Type 62x180	Type 62x88	Type 62x42
Today's Golfer	Trim 297x210 Type 281x194 Bleed 303x216	Trim 148x210 Type 139x194 Bleed 154x216	Trim 297x105 Type 281x94 Bleed 303x111	Type 139x94	Type 68x194	Type 68x94	Type 68x45
TRAIL	Trim 297x210 Type 281x194 Bleed 303x216	Trim 148x210 Type 139x194 Bleed 154x216	Trim 297x105 Type 281x94 Bleed 303x111	Type 139x94	Type 68x194	Type 68x94	Type 68x45
TRANSPORT							
MODEL RAIL	Trim 297x210 Type 265x185 Bleed 303x216	Trim 148x210 Type 131x184 Bleed 154x216	Trim 297x105 Type 265x90 Bleed 303x111	Type 131x90	Type 64x184	Type 64x90	Type 64x43
STEAM RAILWAY	Trim 297x210 Type 281x194 Bleed 303x216	Trim 148x210 Type 139x194 Bleed 154x216	Trim 297x105 Type 281x94 Bleed 303x111	Type 139x94	Type 68x194	Type 68x94	Type 68x45
LIFESTYLE							
Bella	Trim 285x225 Type 254x195 Bleed 291x231	Trim 138x225 Type 123x195 Bleed 144x231	Trim 285x110 Type 254 x 94 Bleed 291x116	Type 123x94			
Bella MONTHLY	Trim 285x225 Type 254x195 Bleed 291x231	Trim 138x225 Type 123x195 Bleed 144x231	Trim 285x110 Type 254 x 94 Bleed 291x116	Type 123x94			
Closer	Trim 300x215 Type 274x195 Bleed 306x221	Trim 147x215 Type 137x195 Bleed 153x221	Trim 300x103 Type 274x85 Bleed 306x109	Type 137x87	Type 194x54		
CRIME MONTHLY	Trim 300x215 Type 274x195 Bleed 306x221	Trim 147x215 Type 134x195 Bleed 150x221	Trim 300x103 Type 274x96 Bleed 306x109				
EMPIRE	Trim 285x220 Type 265x200 Bleed 291x226	Trim 142x220 Type 136x200 Bleed 148x226	Trim 285x108 Type 265x93 Bleed 291x114				

	Full Page	Half page horizontal	Half page vertical	Quarter page box	Quarter horizontal	Eighth Page	1/16th vertical
GRAZIA	Trim 300x230 Type 280x210 Bleed 306x236	GRAZIA FASHION/LUXE EDITIONS WILL BE PERFECT BOUND AND REQUIRE A GUTTER ALLOWANCE PLEASE CONTACT PRODUCTION FOR AN EXACT SPECIFICATION					
heat	Trim 300x215 Type 274x195 Bleed 306x221	Trim 147x215 Type 137x195 Bleed 153x221	Trim 300x103 Type 274x87 Bleed 306x109	Type 137x87	Type 194x54	Type 113x36	
MOJO	Trim 297x210 Type 277x190 Bleed 303x216	Trim 148x210 Type 136x190 Bleed 154x216	Trim 297x103 Type 277x93 Bleed 303x109	Type 136x93	Type 40x180		
Take a Break	Trim 280x210 Type 260x190 Bleed 286x216	Trim 140x210 Type 127x190 Bleed 143x216	Trim 280x103.5 Type 260x93.5 Bleed 286x106.5	Type 127x93.5		Type 62x93.5	
Your bumper monthly Take a Break Monthly	Trim 280x210 Type 260x190 Bleed 286x216	Trim 140x210 Type 127x190 Bleed 143x216	Trim 280x103.5 Type 260x93.5 Bleed 286x106.5	Type 127x93.5		Type 62x93.5	
Take a Break Fate & Fortune	Trim 280x210 Type 260x190 Bleed 286x216	Trim 137x210 Type 127x190 Bleed 143x216	Trim 280x100 Type 260 x 90 Bleed 286x106	Type 90x125			
Take a Break's fiction feast	Trim 280x210 Type 260x190 Bleed 286x216						
that's life!	Trim 280x210 Type 260x190 Bleed 286x216	Trim 137x210 Type 127x190 Bleed 143x216	Trim 280x100 Type 260 x 90 Bleed 286x106	Type 125x90			
that's life! Monthly	Trim 280x210 Type 260x190 Bleed 286x216	Trim 137x210 Type 127x190 Bleed 143x216	Trim 280x100 Type 260 x 90 Bleed 286x106	Type 125x90			
that's life! CRIME SCENE	Trim 280x210 Type 260x190 Bleed 286x216	Trim 137x210 Type 127x190 Bleed 143x216	Trim 280x100 Type 260 x 90 Bleed 286x106	Type 125x90			
total TVguide	Trim 300x220 Type 280x200 Bleed 306x226	Trim 146x220 Type 136x200 Bleed 152x226	Trim 300x109 Type 280x98 Bleed 306x115	Type 136x98			
tv choice	Trim 278x210 Type 260x190 Bleed 284x216	Trim 136x210 Type 127x190 Bleed 142x216	Trim 278x100 Type 260 x 92 Bleed 284x106	Type 127x92			
Yours	Trim 285x210 Type 255x180 Bleed 297x222	Type 119x180	Type 255x88	Type 119x88	Type 57x180	Type 57x88	Type 57x42

CLASSIFIED (DxW) 1/2h: 125x180mm • 1/2v: 254x88mm • 1/4v: 125x88mm • 1/8h: 60x88mm • 1/16v: 60x42mm

	Full Page	Half page horizontal	Half page vertical	Quarter page box	Quarter horizontal	Eighth Page	1/16th vertical
	Trim 255x185 Type 235x165 Bleed 261x191						
	Trim 255x185 Type 235x165 Bleed 261x191						
	Trim 255x185 Type 235x165 Bleed 261x191						
	Trim 255x185 Type 235x165 Bleed 261x191						
	Trim 280x210 Type 260x190 Bleed 286x216						
	Trim 255x185 Type 235x165 Bleed 261x191						
	Trim 270x210 Bleed 276x216						
	Trim 270x210 Bleed 276x216						
	Trim 165x 120 Bleed 171x 126						
	Trim 255x185 Type 235x165 Bleed 261x191						
	Trim 210x148 Bleed 216x154						
	Trim 255x185 Type 235x165 Bleed 261x191						
	Trim 280x210 Type 260x190 Bleed 286x216						

Colour Profile info

COLOUR PROFILES

Title	Cover	Text
ANGLING TIMES	39L_300	FOGRA 46L
AUTOMOTIVE MANAGEMENT	39L_300	39L_300
BELLA	39L_300	PSR_SC_STD_v2
BELLA MONTHLY	39L_300	PSR_SC_STD_v2
BIKE	39L_300	FOGRA 40L
BIRDWATCHING	39L_300	FOGRA 40L
CAR	39L_300	FOGRA 45L
CLASSIC BIKE	39L_300	FOGRA 40L
CLASSIC CARS	39L_300	FOGRA 45L
CLASSIC CARS WEEKLY	ISOnewspaper26v4.icc	ISOnewspaper26v4.icc
CLOSER	39L_300	FOGRA 40L
COUNTRY WALKING	39L_300	FOGRA 40L
CRIME MONTHLY	39L_300	FOGRA 45L
EMPIRE	39L_300	FOGRA 46L
FATE AND FORTUNE	39L_300L	FOGRA 40L
FICTION FEAST	39L_300L	FOGRA 29L
FLEET NEWS	39L_300	FOGRA 46L
GARDEN ANSWERS	39L_300	FOGRA 40L
GARDEN NEWS	39L_300	FOGRA 40L
GRAZIA	39L_300	FOGRA 41L
GRAZIA LUXE/FASHION	39L_300	FOGRA 45L
HEAT	39L_300	FOGRA 40L
IMPROVE YOUR COARSE FISHING	39L_300	FOGRA 40L
LANDSCAPE	39L_300	FOGRA 39L
MODEL RAIL	39L_300	FOGRA 40L
MODERN GARDENS	39L_300	FOGRA 45L
MOJO	39L_300	FOGRA 45L
MOTORCYCLE NEWS	Archant2 42gsm_March 2012	ISOnewspaper26v4.icc
PRACTICAL CLASSICS	39L_300	FOGRA 40L
PUZZLES (ALL TITLES)	39L_300	FOGRA 29L
RAIL	39L_300	FOGRA 40L
RIDE	39L_300	FOGRA 40L
STEAM RAILWAY	39L_300	FOGRA 40L
TAKE A BREAK	39L_300L	PSR_SC_STD_V2_PT.icc
TAKE A BREAK MONTHLY	39L_300L	PSR_SC_STD_V2_PT.icc
TAKE A BREAK SPECIALS	39L_300L	PSR_SC_STD_v2.icc
THAT'S LIFE	PSR_SC_STD_V2_PT.icc	PSR_SC_STD_V2_PT.icc
THAT'S LIFE MONTHLY	PSR_SC_STD_V2_PT.icc	PSR_SC_STD_V2_PT.icc
THAT'S LIFE CRIME SCENE	39L_300	PSR_SC_STD_V2_PT.icc
TODAYS GOLFER	39L_300	FOGRA 40L
TOTAL TV GUIDE	39L_300L	FOGRA 45L
TRAIL	39L_300	FOGRA 40L
TV CHOICE	39L_300L	PSR_SC_STD_v2.icc
YOURS	39L_300	PSO_INP_Paper / Fogra 48L

PROFILES

FOGRA 28L = ISOwebcoated.icc

FOGRA 29L = ISOuncoated.icc

39L_300 = ISOcoated_v2_300_eci.icc

FOGRA 40L = SC_paper_eci.icc

FOGRA 41L = PSO_MFC_paper_eci.icc

FOGRA 45L = PSO_LWC_Improved_eci.icc

FOGRA 46L = PSO_LWC_Standard_eci.icc

FOGRA 48L = PSO_INP_Paper_eci

A NOTE ABOUT SUPPLYING FILES

- All files should be submitted as PDF/x-1a:2001 as per the pass4press guidelines, although we will accept content as a JPG, EPS or TIFF.
 - Total Ink Density TAC must not exceed 300% on Magazines and 240% on Newspaper.
 - Overprint settings should be set correctly in the source application.
 - The file should contain a Trim Box and crop marks.
 - A PDF file should not contain annotations that are set to print. • No object in a PDF should be transparent.
 - All files should be set up as composite CMYK – No RGB Images
 - Files should be flight-checked prior to submission. For further information on creating a PDF you can visit www.pass4press.com and download The pass4press job options file. **Please note:** All PDF's should contain only images which have been created using the correct icc profile for the paper stock and printing process (see individual magazine specification). The same icc profile should also be embedded in the PDF.
- Failure to comply with these requirements may result in inaccurate reproduction of your advert for which Bauer will accept no responsibility.*



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File Requirements for print

File format

- All files must be submitted as PDF/x-1a:2001 as per the pass4press guidelines outlined in version 7, the output intent should be set as per the information on pages 7-8. Specifications regarding PDF creation can be downloaded as a PDF file from www.pass4press.co.uk Profiles are also publically available from the ECI, please visit www.eci.org and download the relevant profile as detailed on page 5. If you choose to create your own profile, it must fall within the above characterisation set and the TAC must not exceed 300%
- All DPS files must be supplied as single page elements. There must only be one page to each PDF file. Each page must be supplied with an allowance of 3mm either side of the gutter
- Overprint settings should be set correctly in the source application
- A bleed area must be contained within the file where a bleed has been specified in the table on pages 3-6
- The file should contain a TrimBox and cropmarks
- Total area of coverage (**TAC**) of elements on a page should not exceed 300% for magazines for text and cover pages. Please note this should be 240% on Newsprint
- The number of pages in a PDF file should be exactly one
- A PDF file should not contain annotations that are set to print
- No object in a PDF should be transparent
- A PDF file must either have no crop box defined or a have a crop box set to the same size as the media box
- A PDF file should not be created with the Adobe PDF Writer product
- All files should be set up as composite CMYK
- Files must be flight-checked prior to submission.

Images

- All images should be converted to the relevant printing condition using the profile specified for each title.
- It is recommended that when converting images for Yours magazine you use perceptual intent and switch off black point compensation
- All images should be supplied at a resolution of 300dpi
- Images should be converted to the above CMYK output condition in the native image-editing application, and not converted during the production of the pdf as unexpected colour shifts can occur
- Images should be placed in the layout application at 100%, and not scaled in the layout application. Any required resizing should be preformed in the image editing application
- Images using 16 bits per sample should not be used in PDF files
- Resolution of one bit images (either regular images or image masks) shall not be below 550dpi
- One bit images shall not use JBIG compression
- Images shall not use JPEG 2000 compression
- No transparent elements should be included, i.e. transparencies must be flattened.

Type Reproduction

- Fine lettering (thin lines, serifs) should be restricted to one colour
- Type reproduced as solid is to be no smaller than 6pts

File requirements for print

- All reverse lettering should be no smaller than 10pts, avoiding fine serif fonts
- No type should be placed within 10mm of the trim area
- All fonts must be embedded and subset.
- A PDF should not contain white text set to overprint
- Embedded composite fonts which are not subset should not be used in a PDF file
- A PDF file should not use multiple master fonts or multiple master instances.

Tints & Tones

- The first printing tone is 2% for web offset and 5% for gravure, note that catch lines will still drop out
- Minimum single colour tint accepted is 15%
- Minimum multi colour tint accepted for each ink is 8%
- Four colours in neutral areas should not exceed 260/300%

Other

- Bauer cannot guarantee the reproduction of any material that is supplied out of spec. We may at our discretion take reasonable action to convert the material in order to make it conform or we may refuse to accept it.

File delivery



- Our preferred method of file delivery is through our own Bauer Media ad portal. A chase email will be sent out for all bookings and you will have the ability to upload your ad via our ad portal from there. Contained within the email will be a unique URN number for your ad. The URN must be used if you are sending via Speckle, Qmuli, Adstream, links for which are also contained within the chase email. The URN is not necessary when uploading via the Bauer Media ad portal.
- All files must be clearly labeled with the URN number supplied within chase emails if supplying via Speckle, Adstream or Qmuli.

Production contacts

Contacts:

anglingads@bauermedia.co.uk - ANGLING TIMES, IYCF

motoringads@bauermedia.co.uk - CLASSIC CARS, CCW, PC, CAR

motorcyclingads@bauermedia.co.uk - MCN, BIKE, CLASSIC BIKE, RIDE

railads@bauermedia.co.uk - RAIL, MODEL RAIL, STEAM RAILWAY

sportads@bauermedia.co.uk - TODAY'S GOLFER

businessads@bauermedia.co.uk - FLEET NEWS, AM

leisureads@bauermedia.co.uk - LANDSCAPE, COUNTRY WALKING, TRAIL, GARDEN NEWS, GARDEN ANSWERS, BIRDWATCHING, MODERN GARDENS

lifestyleads@bauermedia.co.uk - GRAZIA, HEAT, CLOSER, MOJO, EMPIRE, YOURS, YOURS RETRO, CRIME MONTHLY, THAT'S LIFE, TV CHOICE, TOTAL TV GUIDE, BELLA, TAKE A BREAK, FATE & FORTUNE, PUZZLES (ALL TITLES)