

What to Do Now Section

All sizes in millimetres	Bleed (mm)	Trim (mm)	Type (mm)
Page	308 x 226	300 x 218	276 x 183
DPS	308 x 452	300 x 436	276 x 396

All measurements given as height (mm) x width (mm).

When supplying a DPS allow a 6mm gutter / double image allowance (3mm per page). This allowance should be on the spine edge and within the trim width.

Type area ads must be supplied centred within the relevant trim size. For example, a page type area ad should be supplied at 276 x 183mm with the copy centred 10mm within the trim marks.

The following specification details the requirements for a (perfect bound) magazine printed by web offset and trimmed to (300 x 218mm)

Data must be supplied to the correct size and conform to the Digital File Specifications below**File Delivery**

Files should be supplied via our free online delivery site. File providers must click on the weblink icon that will be emailed immediately following order confirmation. If you are already using an alternative managed delivery site (e.g. Quickcut) then please continue to do so if this is your wish.

File Specification

Advertisements must be supplied as PDF X1a files compliant with Pass4Press v8 guidelines detailed at

<http://www.pass4press.com/cgi-bin/wms.pl/416>

Document Preparation

Please refer to <http://www.pass4press.com/cgi-bin/wms.pl/416> All bitmap images within your PDF file must be converted to

ISOcoated_v2_300_bas.ICC to ensure optimal colour reproduction. The profile can be downloaded at

http://www.bbcmagazinesadvertising.com/Magazines/Gardeners'_World.html

Fonts

All fonts must be embedded

Document setup

Page ads must be supplied as PDFs only, upright and read left to right. Live matter must be positioned a minimum of (5mm) inside the trim area.

DPS ads must be supplied as a single PDF (ie NOT separated into 2 pages) When supplying a DPS allow a 6mm gutter / double image allowance (3mm per page). This allowance should be on the spine edge and within the trim width. Important live matter should be avoided in the gutter area.

Marks and bleed

3mm bleed, trim marks and page information must be included on your PDF - please refer to the Pass4Press v8 guidelines on configuring applications at <http://www.pass4press.com/cgi-bin/wms.pl/416>

Pre-send checklist

- ✓ All images are high resolution (minimum of 300 dpi)
- ✓ The PDF is CMYK and conforms to the **ISOcoated_v2_300_bas.ICC** output intent
- ✓ Bleed, trim marks and page information are included

Repeats

PDFs cannot be amended by BBC WW or printers. Adverts requiring amendments such as new key codes must be resupplied as a new PDF

Important Notes

No letters or words to be split over a double page spread

Thin lines, box rules, medium and small size type matter and detail should ideally be reproduced in one colour.

Reverse lettering should be produced with a minimum of colour, using the dominant colour for the shape of the letter, and making lettering in subordinate colours slightly larger to reduce register problems.

Minimum 6pt for standard fonts. Script and fine serif fonts 10pt.

BBC Worldwide will not accept responsibility for content or colour inaccuracies resulting from failure to provide files according to the above specification. We do not require a hard copy proof and any proofs supplied will not be passed onto the printer. BBC Worldwide will use all reasonable endeavours to minimise the impact of non-conforming files but will not accept responsibility for any failure to achieve the desired result.

Contact Details

Sarah Barker, Ad Services, BBC Worldwide

tel: 020 8433 1644 fax: 020 8433 3824

email: sarah.barker@bbc.com

Please note that these conditions form part of your contract with us and should be read together with our Terms and Conditions of Acceptance, which can be viewed at <http://www.bbcmagazinesadvertising.com/Advertising-terms.html>