

# Independent Leader

## Advertising Specifications

If you have any questions regarding the supply of artwork, please contact: [production@intelligentmedia.com](mailto:production@intelligentmedia.com) or call 0203 794 8555 and we'll be happy to help.

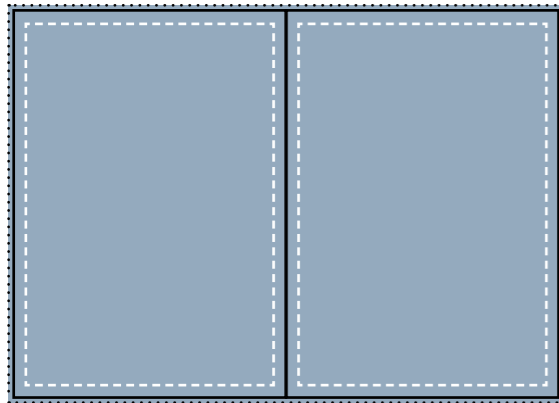
### LABEL KEY

- BLEED:**
  - Each outer edge of all full page artwork requires 3mm of bleed to avoid any white space remaining when the paper is cut.
- TRIM:**
  - This is the size of the final publication.
- SAFE:**
  - The area all text and feature images should be placed within to avoid the artwork appearing unbalanced or being concealed in the binding of the publication.

### TOP TIPS

- The ideal file format to send us your artwork in is PDF. However, we will also accept EPS or TIFF files.
- Your artwork should be of high resolution, preferably more than 300DPI.
- Please allow a 3mm bleed on all sides of your artwork. This is the margin that we need when trimming prints.
- Please make sure that all the text on your artwork is at least 1cm from the edge of your design.
- Please convert all fonts in your artwork to outlines to ensure compatibility.
- Make sure your images are in CMYK colours (full colour), not RGB for example.

## Double Page Spread (DPS)



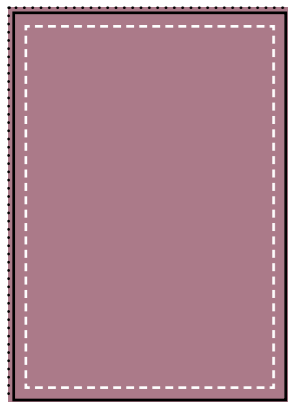
- TRIM:**
  - 420mm wide x 297mm high
- BLEED:**
  - 426mm wide x 303mm high
- SAFE:**
  - All text should be 1cm from the edge of BOTH pages

## Half Page (horizontal)



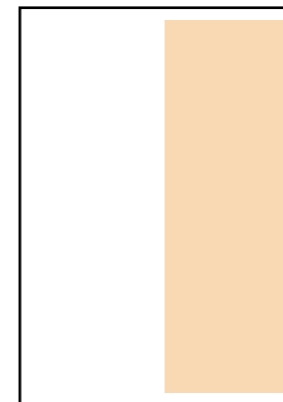
- SIZE:**
  - 190mm wide x 136mm high
- BLEED:**
  - Not required
- SAFE:**
  - We place artwork with 1cm of white space on each side

## Full Page



- TRIM:**
  - 210mm wide x 297mm high
- BLEED:**
  - 216mm wide x 303mm high
- SAFE:**
  - All text should be 1cm from the edge of the page

## Half Page (vertical)



- TRIM:**
  - 92mm wide x 277mm high
- BLEED:**
  - Not required
- SAFE:**
  - We place artwork with 1cm of white space on each side