

Advertisement sizes	Height	Width
Double page spread (inc bleed) Please allow for 6 mm each page lost visibility into the gutter for perfect binding	303 mm 11.95 in	426 mm 16.8 in
Full page (non-bleed image area)	268 mm 10.55 in	182 mm 7.16 in
Full page (inc bleed)	303 mm 11.95 in	216 mm 8.5 in
Half page horizontal	132 mm 5.2 in	182 mm 7.16 in
Half page vertical	268 mm 10.55 in	89 mm 3.5 in
Quarter page horizontal	64 mm 2.52 in	182 mm 7.16 in
Quarter page vertical	132 mm 5.2 in	89 mm 3.5 in

Artwork requirements

- **Live Matter.** Marina World 2019 will be perfect bound. We recommend that all live matter on full page ads is 6 mm away from gutter edges.
- Full colour complete digital artwork in **CMYK** high resolution PDFs are strongly recommended. EPS, TIF or JPG file formats are also acceptable. All files must be at 300 dpi or 115 dpcm resolution only. No film or bromides.
- **CMYK artwork only.** Advertisements in RGB or other colour space, or that contain specials/spot colours, Pantones etc will be rejected.
- Embedded images should be at least 300 dpi or 115 dpcm at 100% size. Images used on websites will normally be at only 72 dpi and this is not high enough resolution for good quality print.
- All fonts/typefaces must be embedded in PDFs and the text converted to outlines for EPS files.
- If images are colour critical, please supply a high quality proof to help us ensure accurate colour reproduction.
- All files and disc media must be PC compatible.
- **Do not send artwork in 'native applications', such as Word or Photoshop.** It is unlikely that we will have the same application, version or plug-ins etc and we will not be able to process your advertisement.
- Do not send images embedded in Word documents. These are normally embedded at only 96 dpi and are unsuitable for quality printing.

Electronic publishing of Marina World at www.marinaworld.co.uk

We are electronically publishing *Marina World* on our website, thus increasing the opportunity for a new audience to see your advertisement. To ensure that email and web site addresses in your advertisement link to you correctly, we recommend that you only supply PDF files to us with embedded links in them.

Publication of advertisement files

Please note that we will publish your advertisement files as they are received. We cannot accept any responsibility for any errors contained therein.

Sending artwork

- By post: we accept PC formatted CDs or DVDs only – no floppy discs, films or bromides. Please supply a hard copy proof with all digital files. Send to Marina World Ad Dept. 1 Wellington Park, Seaford, East Sussex BN25 4QB, United Kingdom.
- By email: to adstudio@marinaworld.co.uk. The maximum total file size of all attachments in any one email should not exceed 20Mb.
- By Drop Box, Filez, High Tail et cetera. Please advise us of the intermediary service you are using and we will download.

Advertisement design and make-up?

Yes we can! Send your photos, logos and text to adstudio@marinaworld.co.uk and we will set to work.

Problems?

Contact us at adstudio@marinaworld.co.uk and we can work it out.

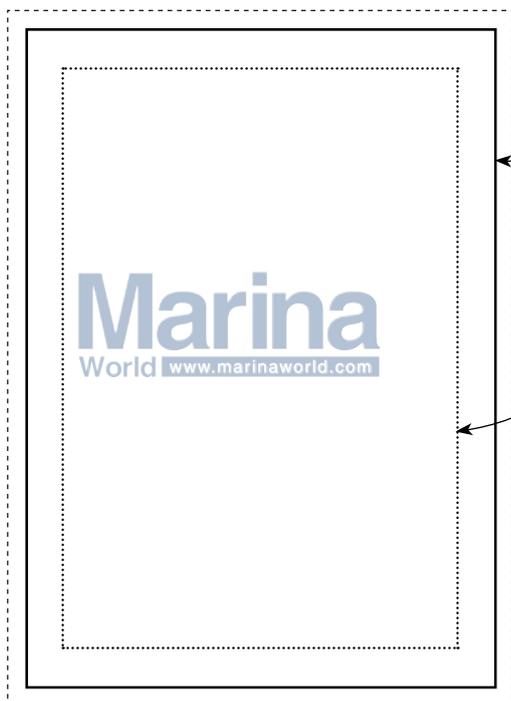
Advertisements on the Marina World web site

The *Marina World* website receives several thousand hits a month from visitors who do not receive the printed magazine; it therefore represents an opportunity for you to spread your message to a far wider audience.

The size of the advertisements we publish are 350 px across by 250 px high, 300 px across by 400 px high and 1160 px across by 160 px high and will be tagged to link to whatever web address and page you specify.

Please send jpg, png or gif files to adstudio@marinaworld.co.uk. All advertisements are placed in our ad rotator. Please do not send animated gif files as they can cause problems with the ad rotator code.

Marina World trim, bleed and print area



Marina World **trim** size is A4 - 297 mm x 210 mm. This is the size to which the magazine will be cut after printing.

If you want your advertisement image to run off the edge of the page, you need to add 3 mm of extra image all round. This is our **bleed** size - 303 mm x 216 mm.

Inside our trim size we have our print or image area. Normally our editorial doesn't go outside this area. All half page and quarter page advertisements are fitted together into this area. This is our **print** area - 268 mm x 182 mm.

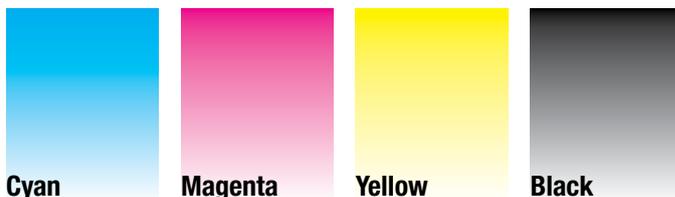
This diagram is not to scale.

Colourspace, RGB, CMYK and Pantones

CMYK

Every colour in *Marina World* and most other magazines is made up of larger or smaller amounts of these basic ink colours in varying combinations.

This is the process called CMYK printing. Most of the time it works well, but it cannot produce a brilliant blue or a really bright purple, for example. Those colours are outside the CMYK 'colourspace' or gamut.



RGB

If you are reading this via a computer monitor, you are seeing these colours via a different colourspace, as monitors use combinations of red, green and blue light to simulate all other colours.



Problems can arise when a colour for a logo or in part of a photograph that looks bright and lively on a computer monitor (RGB), is converted to CMYK for ink printing. Sometimes the final results on paper can be very disappointing, simply because the RGB range of possible colours is not the same as the CMYK range of possible colours.

Pantones

Pantone colours are carefully defined colour 'recipes' which are intended to be physically mixed by a commercial printing company from a number of different tins of ink. Typically, Pantone colours might be used to print a company logo on a letterhead, for example.

As with RGB colours, we have to simulate the Pantone colour and print it from a combination of Cyan, Magenta, Yellow and Black. And again, the simulation of some Pantones colours is better than it is for others. That's why a company logo printed in a magazine (via CMYK) can look very different to the Pantone version printed on headed notepaper or packaging. Same colour, different physical makeup, different colourspace.

Marina World cannot accept advertising files that are either in RGB format or that contain Pantone colours simply because we cannot accurately predict the result of their simulation by CMYK.