

60+ MAGAZINE

ARTWORK SPECIFICATIONS

If possible, please supply finished artwork as **CMYK press ready pdfs**.

Fonts and Printer's Marks

Please embed/include all fonts and include printer's crop marks, registration marks and bleed where applicable.

Image Resolution and size

Images should be saved at 300dpi, at a proportional print size relevant to its final size on a page. Images too small or too low resolution for their final use will have to be resupplied to prevent quality loss.

Transparencies

Any transparencies in your document need to be flattened to prevent problems being encountered with print output, either from within your design program or when creating the pdf files.

Page Layout Rules

Our magazine is saddle stitched/stapled, so the following settings should be used when creating your artwork:



If we are **designing for you**, you will need to send any wording, images and logos to us in the preferred way as outlined below:

Wording: As text only in 'rich text format' or as an MS Word document or via email.

Wordcount: Typical wordcount for an A4 advertorial with two images - maximum 500 words approx.

Images and logos: To be supplied as jpgs, jpegs, gifs, tiffs or native files (eg psd, ai etc) at 300dpi.

Files we can accept: jpgs, jpegs, gifs, tiffs, eps, Adobe Illustrator, Adobe Photoshop, Adobe PDF (press ready), InDesign, MS Word (for text only). If sending native files please ensure that all fonts are also supplied/embedded.

Don'ts: Please do not send newspaper/magazine cuttings for us to scan (these will turn out poor quality in print) or low resolution images (anything under 300dpi is not acceptable). Please also avoid sending us images from a website as these will not be good enough quality.

Pulse Publishing cannot accept responsibility for print errors where artwork has been supplied incorrectly.

If you have any questions please contact our design department:
artwork@pulsepublishingnw.co.uk