Magazine Advertising Guidelines

Cognitive
the cause of the effect
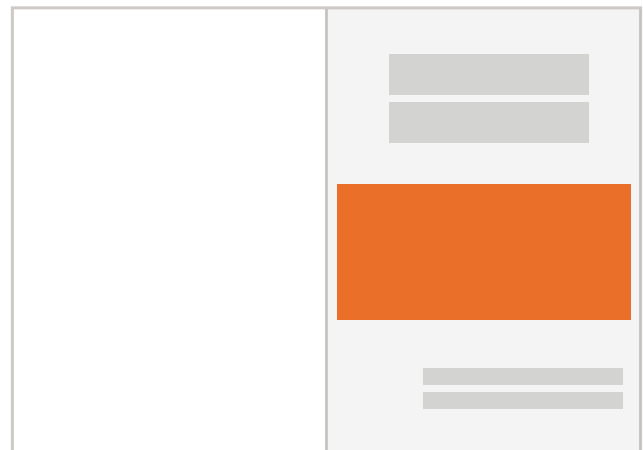
Advert specifications

We do not require crop marks on any artwork. We only ask that the image is provided to the **exact** size. You may design your own keyline within this size if you wish. Alternatively on the adverts with white backgrounds, we apply a thin (.25pt) black keyline once inserted into the publication.

- All advertisement copy should be sent via email attachment or download link.

- Please ensure where possible any fonts have been embedded/outlined.

Advert copy should be provided in any of the following formats:

- PDF (high resolution)

- HTML5

- Min res: 300dpi RGB colour mode

Because this is artwork for a fully digital magazine we can overlay image carousels and video for you onto your ad. In order to do this effectively you will need to design blank space into the adverts where these elements are to be placed, and provide imagery and video. We will also link your advert to a website or landing page of your choice so we recommend a clear call to action be designed into your advert. Alternatively we will add this for you.

Click here to see an example

Your extra branding

From a laptop or PC readers can browse your content with a click of the mouse or a swipe of their screen. However, content is delivered responsively to whatever device and screen size you are using so readers can engage with your brand seamlessly from their mobiles and tablets.

To take full advantage of those readers using mobile devices you get the opportunity to provide alternative ad sizes at no additional cost further extending your reach.
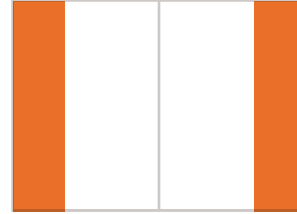
Please provide as a Jpeg or Gif in each of the following sizes along with the URL you would like them linking to:
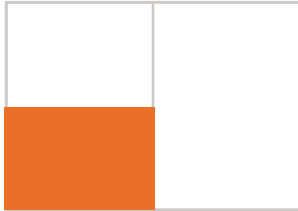 300px X 250px
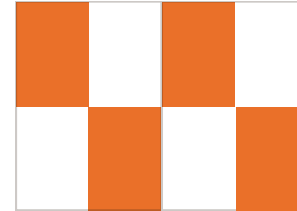320px X 50px
728px X 90px

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Full Page
Size: 210 x 297mm
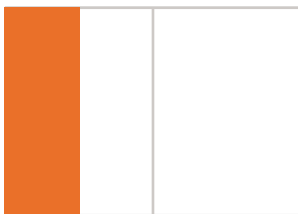Resolution: 300dpi
Colour: RGB
Format: PDF / HTML 5

Bookends
Size (2x): 82 x 297mm
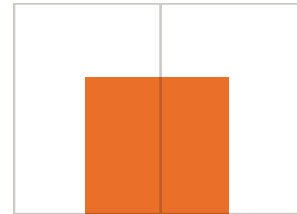Resolution: 300dpi
Colour: RGB
Format: PDF / HTML 5

Half page horizontal
Size: 210 x 142mm
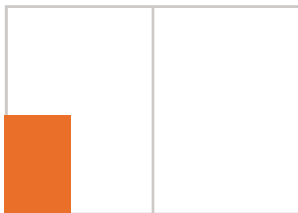Resolution: 300dpi
Colour: RGB
Format: PDF / HTML 5

Chequerboard
Size (4x) : 105 x 148.5mm
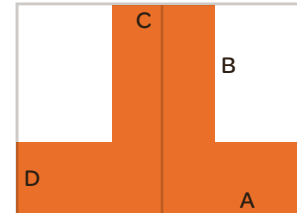Resolution: 300dpi
Colour: RGB
Format: PDF / HTML 5

Half page vertical
Size: 100 x 297mm
Resolution: 300dpi
Colour: RGB
Format: PDF / HTML 5

Fireplace
Size: 164 x 180 mm
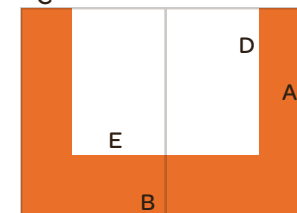Resolution: 300dpi
Colour: RGB
Format: PDF / HTML 5

Quarter page vertical
Size: 100 x 144mm
Resolution: 300dpi
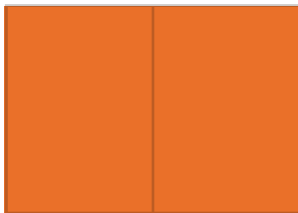Colour: RGB
Format: PDF / HTML 5

Full Tower
Size:
A: 420mm
B: 215mm
C: 164mm   Resolution: 300dpi
D: 82mm   Colour: RGB
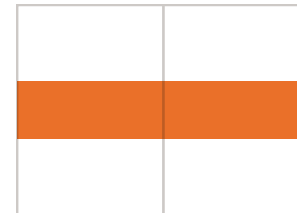   Format: PDF / HTML 5

Quarter page horizontal
Size: 210 x 67.5mm
Resolution: 300dpi
Colour: RGB
Format: PDF / HTML 5

Integrated U & N
Size:
A: 297mm
B: 420mm
C: 82mm   Resolution: 300dpi
D: 215mm   Colour: RGB
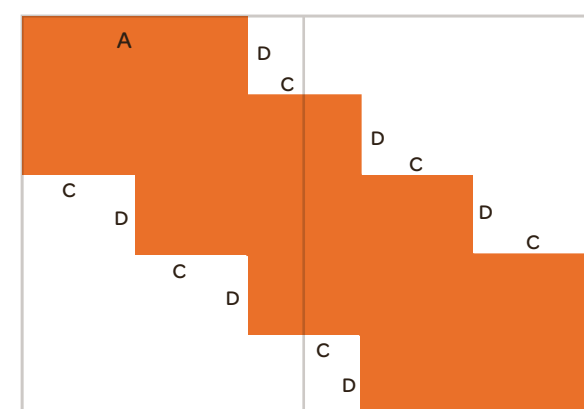E: 256mm   Format: PDF / HTML 5

Double page spread (DPS)
Size: 420 x 297mm
Resolution: 300dpi
Colour: RGB
Format: PDF / HTML 5

Banner
Size: 420 x 82mm
Resolution: 300dpi
Colour: RGB
Format: PDF / HTML 5

Half DPS
Size: 420 x 146mm
Resolution: 300dpi
Colour: RGB
Format: PDF / HTML 5

Quarter DPS
Size: 420 x 82mm
Resolution: 300dpi
Colour: RGB
Format: PDF / HTML 5

Steps
Size: A: 168mm
           B: 118.8mm   Resolution: 300dpi
           C: 84mm   Colour: RGB
           D: 59.4mm   Format: PDF / HTML 5