

Print Tech Specs & Deadlines

	Booking	Artwork	Print	Street
January 2018	11 Dec	15 Dec	20 Dec	2 Jan
February	17 Jan	23 Jan	26 Jan	30 Jan
March	21 Feb	27 Feb	2 Mar	6 Mar
April	21 Mar	27 Mar	30 Mar	3 Apr
May	18 Apr	24 Apr	27 Apr	1 May
June	16 May	22 May	25 May	29 May
July	20 Jun	26 Jun	29 Jun	3 Jul
August	18 Jul	24 Jul	27 Jul	31 Jul
September	22 Aug	28 Aug	31 Aug	4 Sep
October	19 Sep	25 Sep	28 Sep	2 Oct
November	17 Oct	23 Oct	26 Oct	30 Oct
December	14 Nov	20 Nov	23 Nov	27 Nov
January 2019	12 Dec	18 Dec	21 Dec	2 Jan
February	16 Jan	22 Jan	25 Jan	29 Jan

Tech Specs

- Print adverts should be **300dpi CMYK, PDF or JPEG/TIFF**
- The magazine is printed on trimmed coldset newsprint and exported as [PDF/x-1a:2001] so artwork needs to be compatible with [PDF/x-1a:2001] with **all fonts and images embedded**
- Total ink usage **should not exceed 240%**, max K100
- 5mm bleed **must be included on Full Pages and Spreads**, but is **not needed for smaller sizes**
- Ensure any essential content is **within the type-safe area specified**
- Adverts should be sent to **adverts@theskinny.co.uk** with the advertiser in the subject box

Payment Ts & Cs

- Print advertising clients have 7 days after street date to make payment.
- All invoicing is electronic unless otherwise stated.
- **Up to 30%** may be added to your invoice as a late payment charge if you do not pay by the agreed date.
- You will have **48 hours** after booking to cancel your advert after which time you will be liable for the full cost of the advertising booked.
- If advertising is booked but artwork not provided by the deadline, the client is still liable for the cost of the advertising.
- Full terms and conditions can be found at www.theskinny.co.uk/about/advertise/advertisingtsandcs

Print Sizes



1/8 Box
126mm(w) x
76mm(h)



1/4 Vertical
61mm(w) x
314mm(h)



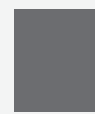
1/4 Box
126mm(w) x
155mm(h)



1/2 Vertical
126mm(w) x
314mm(h)



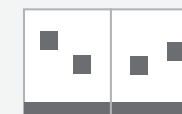
1/2 Horizontal
256mm(w) x
155mm(h)



Full Page
Bleed: 290mm(w) x 350mm(h)
Trim: 280mm(w) x 340mm(h)
Type Safe: 260mm(w) x 320mm(h)



DPS
B: 570mm(w) x 350mm(h)
T: 560mm(w) x 340mm(h)
Ty: 540mm(w) x 320mm(h)



Scatter Listings DPS
Nested Boxes:
61mm(w) x 61mm(h)
Base banners:
256mm(w) x 13.6mm(h)