

Print Tech Specs & Deadlines

	Booking	Artwork	Street
January 2019	12 Dec	18 Dec	3 Jan
February	23 Jan	29 Jan	5 Feb
March	20 Feb	26 Feb	5 Mar
April	20 Mar	26 Mar	2 Apr
May	17 Apr	23 Apr	30 Apr
June	15 May	21 May	28 May
July	12 Jun	18 Jun	25 Jun
August	17 Jul	22 Jul	30 Jul
September	21 Aug	27 Aug	3 Sep
October	18 Sep	24 Sep	1 Oct
November	16 Oct	22 Oct	29 Oct
December	13 Nov	19 Nov	26 Nov
January 2020	11 Dec	17 Dec	7 Jan
February 2020	22 Jan	28 Jan	4 Feb








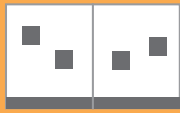
Tech Specs

- 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 theskinny.co.uk/about/advertise/advertising-terms-and-conditions

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)