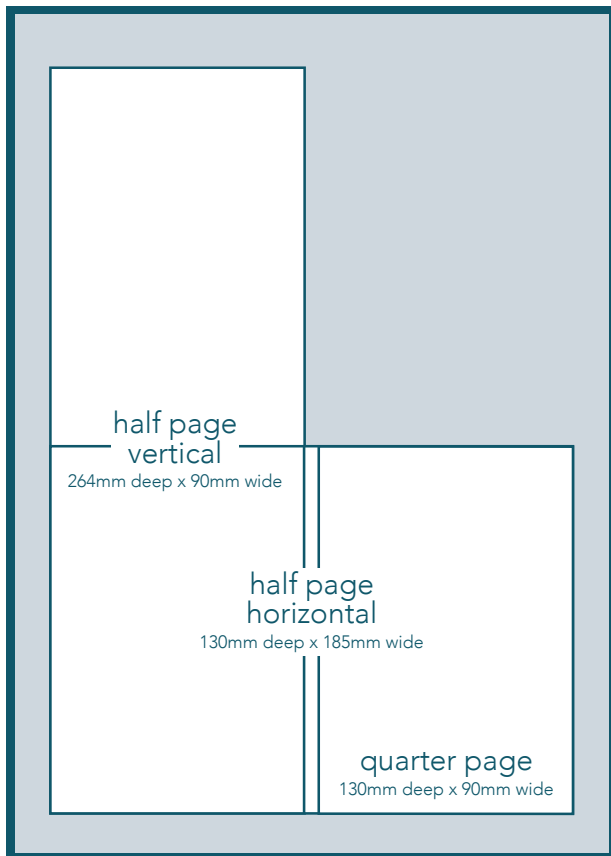


Print specification



PAGE SIZE 297x210mm SAFE ZONE 264x185mm BLEED 3mm

Please keep critical elements and text within this area

COMPLETE ARTWORK FILE FORMAT pdf

- PDFX-1a (2001) Compatibility Acrobat 4 (PDF 1.3)
- Must be exact size of the advert space booked.
- All fonts embedded.
- We only require cropmarks and bleed on full page and double page spreads.
- No Microsoft Publisher or Word files for artwork.

COLOUR MODE CMYK

(No spot / Pantone colour or RGB colour) In an RGB colour mode certain colours will not retain their vibrancy when printed on paper, especially rich blues, bright reds and neon colours.

IMAGES 300dpi

- Line art scans should be at least 600dpi
- Images and logos saved from websites are most likely to be between 72- 96dpi and are unsuitable for printing.

PERFECT BOUND 5mm spine

ADVERTORIALS

- Page - 400 words maximum
- Double page spread 800 words maximum

EDITORIAL

- All editorial copy to be supplied in a Word document
- Images supplied separately

Digital specification

Unit name	Dimensions w x h px	Max size	File type	Postion
Website banner	937 x 87	200kb	jpg, png, gif (3 loops maximum)	tbc
Website MPU	310 x 370	200kb	jpg, png, gif (3 loops maximum)	tbc
Website leaderboard	937 x 200	200kb	jpg, png, gif (3 loops maximum)	tbc
Website Skyscraper	160 x 600	200kb	jpg, png, gif (3 loops maximum)	tbc
Website button	170 x 170	200kb	jpg, png	tbc

Ad Sizes

DOUBLE PAGE SPREAD

290mm (h) x 420mm (w)

with 3mm bleed

PAGE

297mm (h) x 210mm (w)

with 3mm bleed

HALF PAGE

130mm (h) x 185mm (w)

VERTICAL HALF PAGE

264mm (h) x 90mm (w)

QUARTER PAGE

130mm (h) x 90mm (w)

British Boating

Magazine

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