

Monthly Print Tech Specs & Deadlines

| Issue | Booking | Artwork | Street |
|--------------|---------|---------|--------|
| December | 21 Nov | 25 Nov | 02 Dec |
| January 2015 | 12 Dec | 16 Dec | 02 Jan |
| February | 21 Jan | 27 Jan | 03 Feb |
| March | 18 Feb | 24 Feb | 03 Mar |
| April | 18 Mar | 24 Mar | 31 Mar |
| May | 15 Apr | 21 Apr | 28 Apr |
| June | 20 May | 26 May | 02 Jun |
| July | 17 Jun | 23 Jun | 30 Jun |
| August | 15 Jul | 21 Jul | 28 Jul |
| September | 19 Aug | 25 Aug | 01 Sep |
| October | 23 Sep | 29 Sep | 06 Oct |
| November | 21 Oct | 27 Oct | 03 Nov |
| December | 18 Nov | 24 Nov | 01 Dec |
| January 2016 | 14 Dec | 18 Dec | 04 Jan |

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)



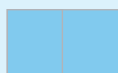
1/2 Vertical
126mm(w) x 314mm(h)



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



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



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



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

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

Tech Specs

- Print adverts should be **300dpi CMYK**, PDF or JPEG/TIFF
- 5mm bleed **must be included** on Full Pages and Spreads, but is **not needed** for smaller sizes
- 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**
- 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
- Total ink usage **should not exceed 240%**, max K100