



All Artwork Must Be Supplied:

- ✓ with 3mm Bleed to all sides
See dimensions including bleed opposite and guide below
- ✓ with text at least 10mm away from all edges of the advert
See dimensions for text area opposite and guide below
- ✓ as a High Res PDF – PDF/X-1a:2001 compliant

What is bleed?

Bleed is a printing term that refers to printing that goes beyond the edge of the sheet before trimming. In other words, the bleed is the area to be trimmed off.

As nearly all **InTheSnow** ad sizes run to the edge of the page, we require that all artwork supplied have at least 3mm bleed to each side. This area should not contain anything of crucial value, as it will be cut away when the final copies of the magazines are trimmed and finished, but any images or coloured backgrounds running to the very edge of your ads should run into the bleed space.

Why do I need to keep my text 10mm from the edge of the ad artwork?

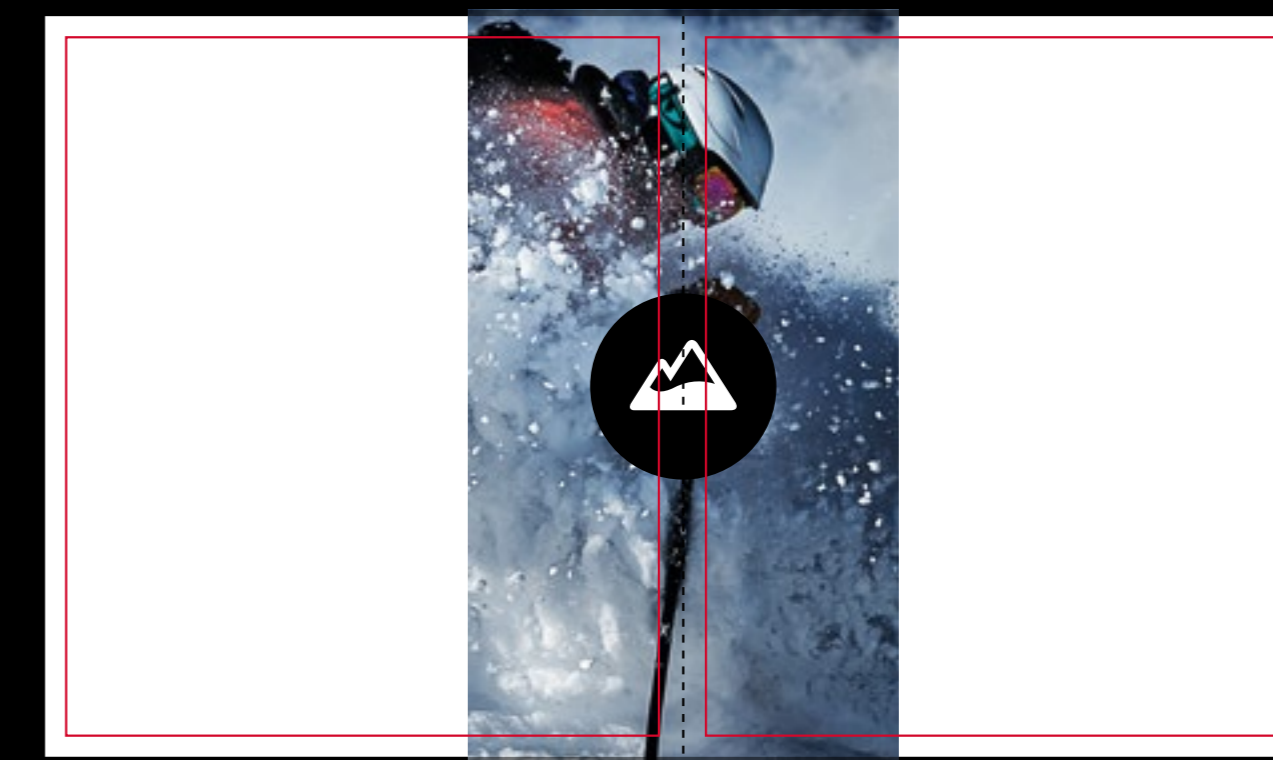
As there is a certain margin of error in the trimming of all print media, we advise keeping all crucial text and logos at least 10mm (13mm including bleed) from the edge of your artwork to avoid any of this information becoming accidentally cropped during the trimming of the final magazine copies.



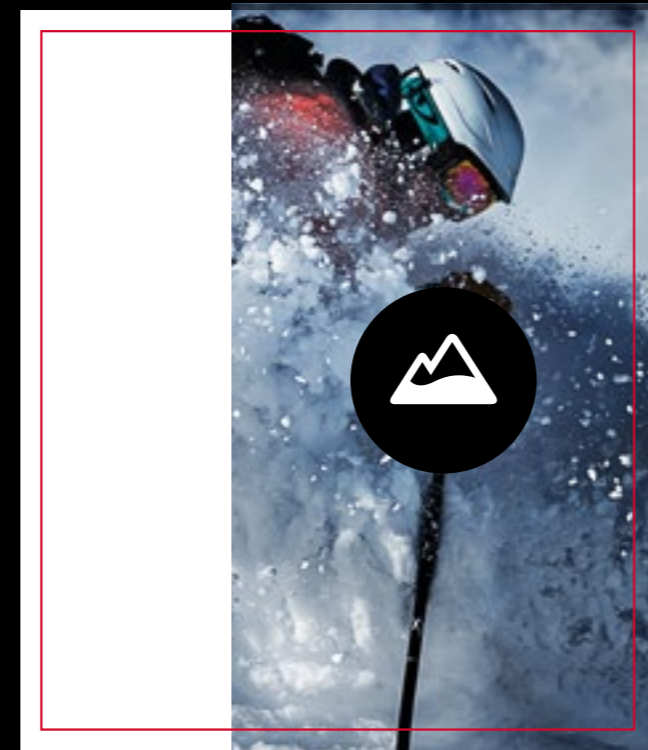
DOUBLE PAGE SPREAD*
600mm [W] x 350mm [H]
Including Bleed: 606mm [W] x 356mm [H]
Text Area: 580mm [W] x 330mm [H]



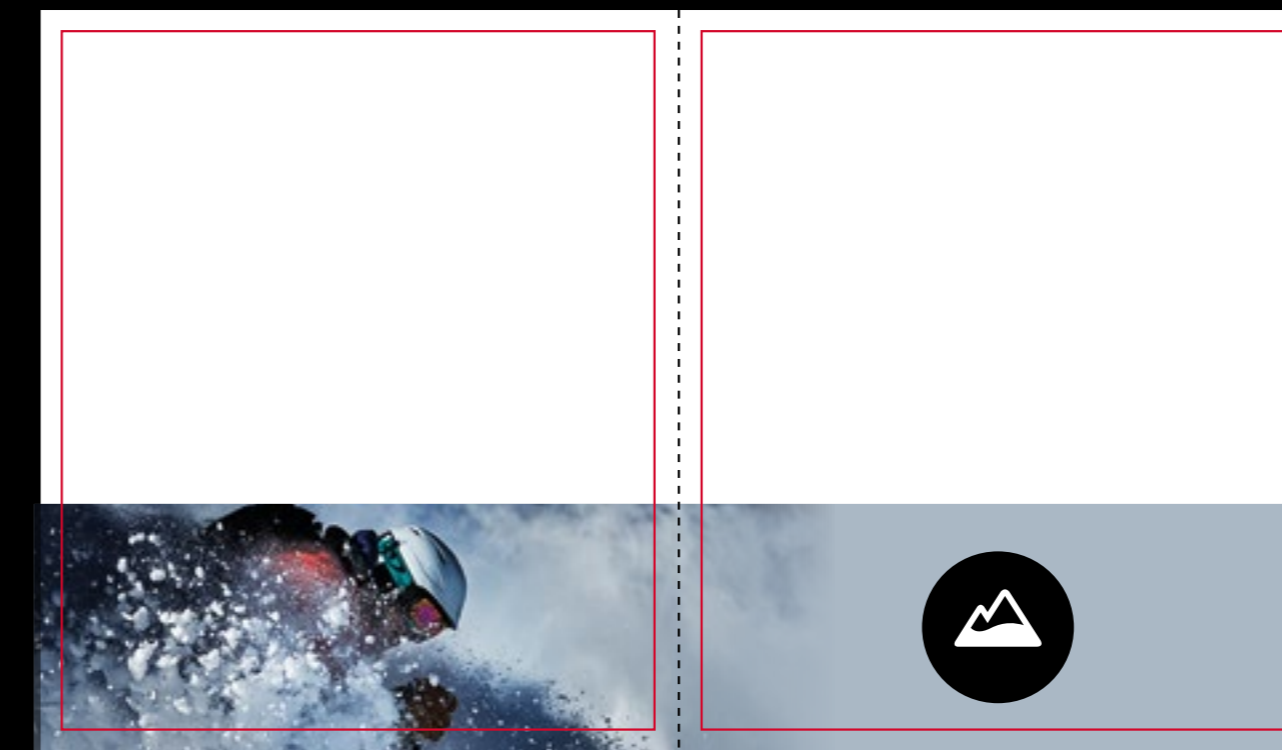
FULL PAGE
300mm [W] x 350mm [H]
Including Bleed: 306mm [W] x 356mm [H]
Text Area: 280mm [W] x 330mm [H]



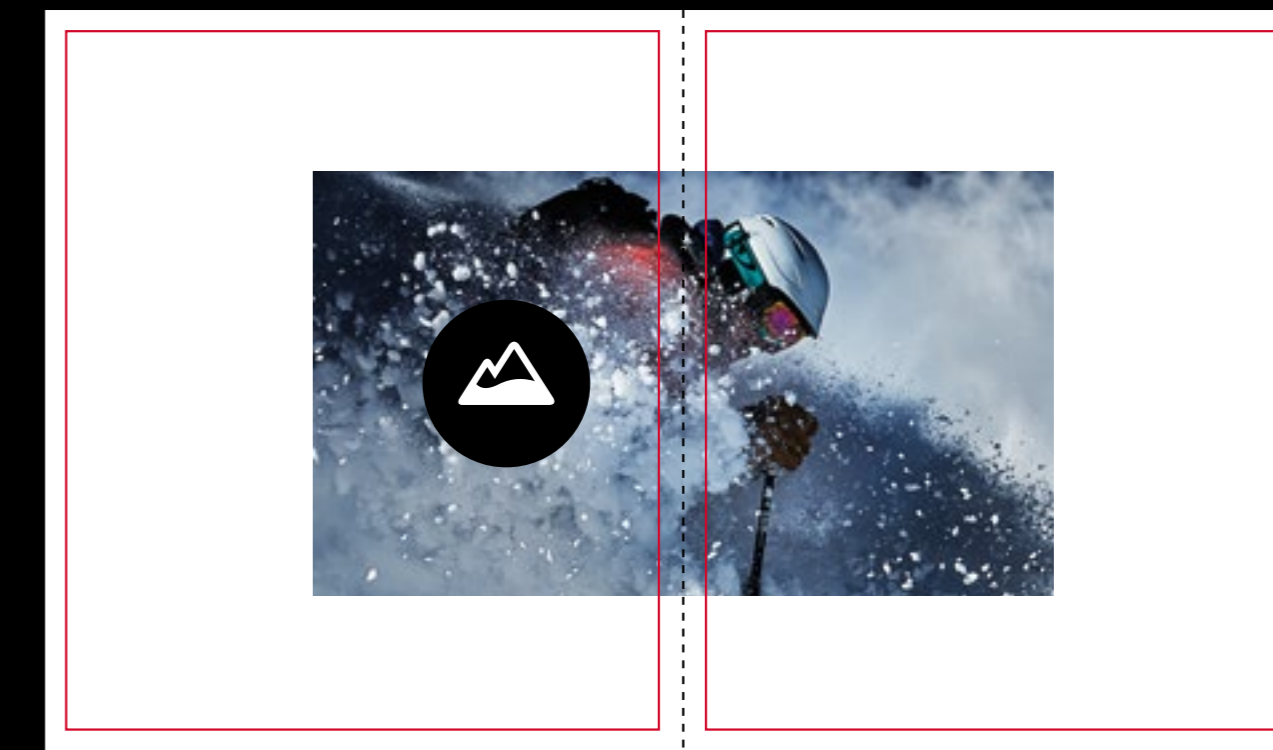
DOUBLE PAGE → DOMINANT*
200mm [W] x 350mm [H]
Including Bleed: 206mm [W] x 356mm [H]
Text Area: 180mm [W] x 330mm [H]



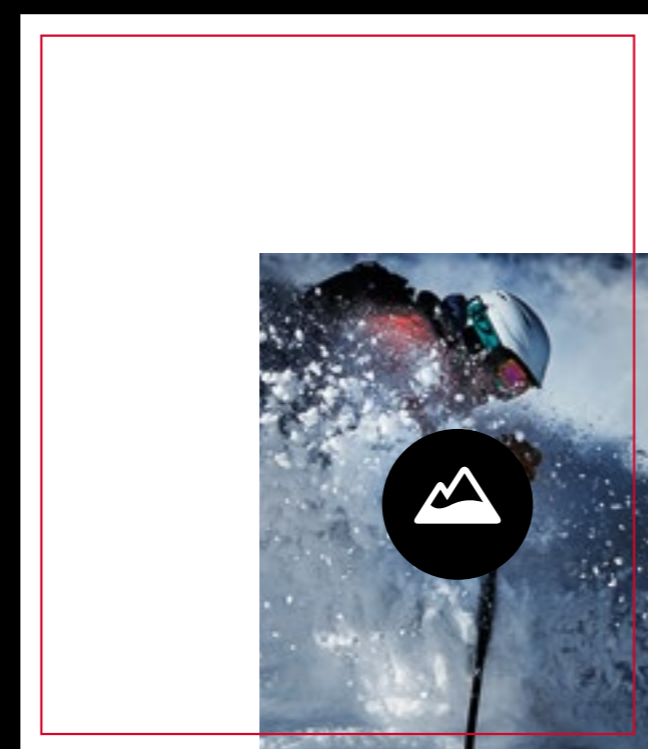
JUNIOR FULL PAGE
200mm [W] x 350mm [H]
Including Bleed: 206mm [W] x 356mm [H]
Text Area: 180mm [W] x 330mm [H]



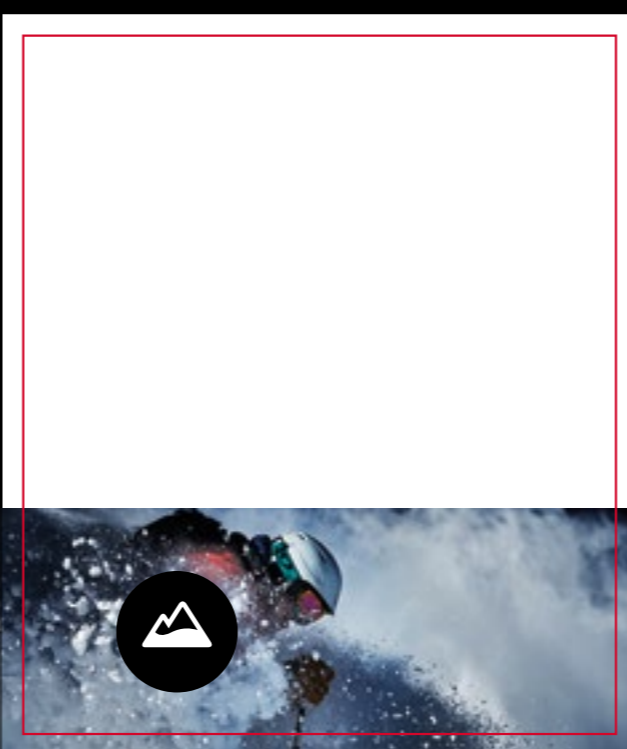
DOUBLE PAGE DOMINANT → BASELINE*
600mm [W] x 120mm [H]
Including Bleed: 606mm [W] x 126mm [H]
Text Area: 580mm [W] x 100mm [H]



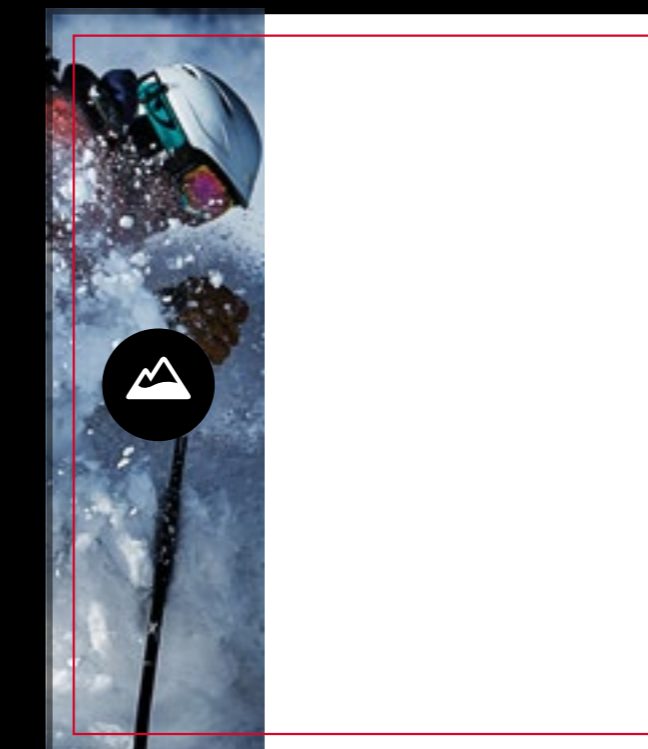
JUNIOR DOUBLE PAGE SPREAD*
350mm [W] x 200mm [H]
No Bleed Required
Text Area: 350mm [W] x 200mm [H]



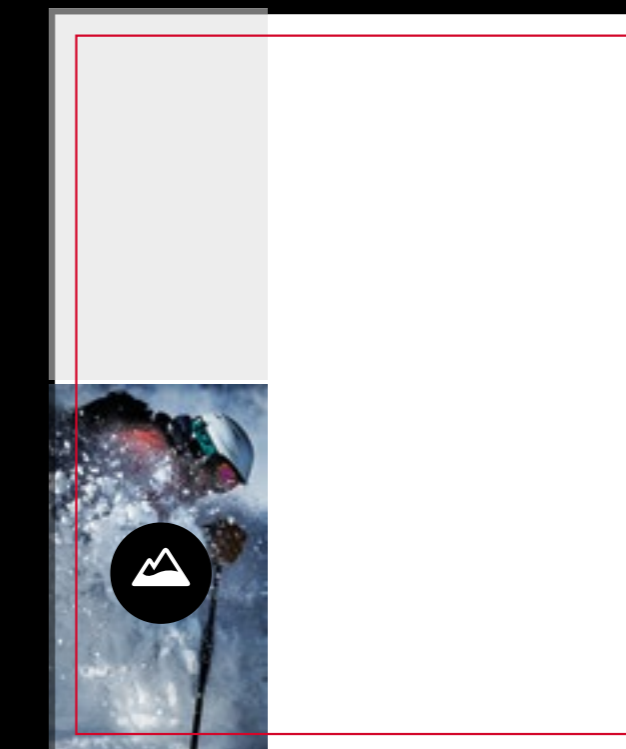
A4 JUNIOR
180mm [W] x 240mm [H]
Including Bleed: 186mm [W] x 246mm [H]
Text Area: 160mm [W] x 220mm [H]



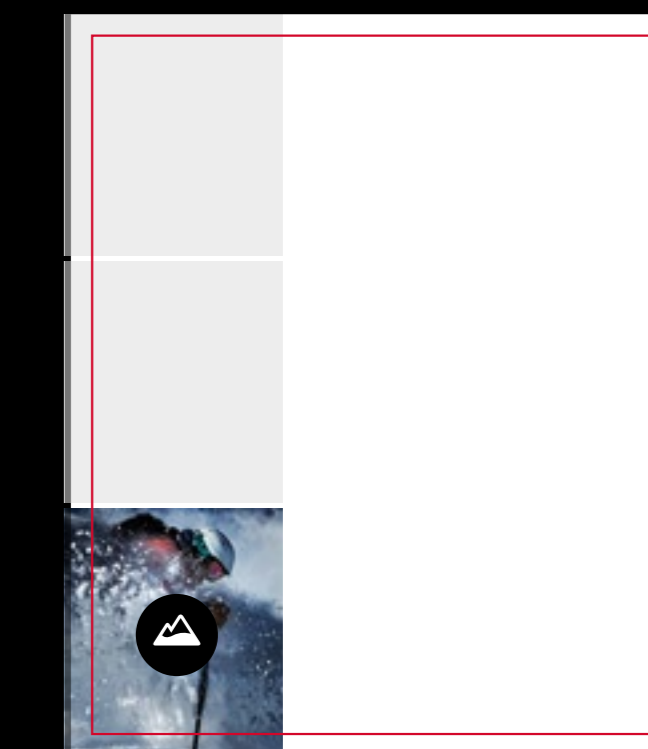
JUNIOR HALF PAGE HORIZONTAL
300mm [W] x 120mm [H]
Including Bleed: 306mm [W] x 126mm [H]
Text Area: 280mm [W] x 100mm [H]



JUNIOR HALF PAGE VERTICAL
100mm [W] x 350mm [H]
Including Bleed: 106mm [W] x 356mm [H]
Text Area: 80mm [W] x 330mm [H]



JUNIOR QUARTER
100mm [W] x 175mm [H]
Including Bleed: 106mm [W] x 181mm [H]
Text Area: 80mm [W] x 155mm [H]



THE ORIGINAL EIGHTH
100mm [W] x 120mm [H]
Including Bleed: 106mm [W] x 126mm [H]
Text Area: 80mm [W] x 100mm [H]