

Supplying advertising artwork for YachtWorld.com Magazine

Guidelines for the correct way to supply complete artwork.
We do not edit or amend supplied files.

ACCEPTED FORMATS

Adobe Acrobat **PDF 1.3** files.

These must be:

- PDF/X-1a compliant (Acrobat 4.x)
- Hi-res (press-optimised)
- Fonts must be embedded
- Pre-flight check is advisable
- The resolution of images within the PDF must be no less than 300 dpi (600 dpi for line-art)
- All colours to be CMYK process separation – no spot colour or RGB.
- Ensure any text in native Illustrator/Freehand EPS files is converted to outlines prior to making the PDF.
- No Colour Management, ICC profiles, Lab colours, screen ruling or Dot structure should be embedded.
- Files should not contain any True Type, Multiple Master or Bitmap fonts as they can perform unpredictably.
- Total ink coverage should not exceed 310%

We can also accept:

EPS files (with outlined fonts and TIF linked graphics).

Photoshop **TIFs** (CMYK, 300 dpi)

YachtWorld Europe

Furzehall Farm,
110 Wickham Road, Fareham
Hampshire PO16 7JH
England
Tel +44 (0)1329 222300

jburnham@YachtWorld.com
clare@YachtWorldMagazine.com
sue@YachtWorldMagazine.com
studio@YachtWorldMagazine.com

Please note that later versions of PDF (Acrobat 5.x) or higher can contain transparency problems which are liable to misinterpretation by printer's RIP software. For this reason we recommend PDF 1.3 files and request that all transparency is flattened.

DELIVERY

- By email directly to your YachtWorld contact.
- Using mailbigfile.com or yousendit.com ensuring that the notification address is correct for your YachtWorld contact.
- Via ftp: ask your contact for details.

FILE NAMING

Do not name your file "Yachtworld.pdf" as this is meaningless to us. Please identify your advertisement clearly with the name of the company which is being advertised and include the magazine issue month.

MARGIN, BLEED & TRIM

- Please ensure that any important information is **at least 6mm** from the trim edge.
- Single page **trim** size is 225 x 275mm
- A **full bleed** advertisement requires a 3mm bleed on all edges, so the full dimensions are 231 x 281mm
- A double page spread advertisement may be supplied as a single piece of artwork: total trim size 450 x 275mm;

456 x 281mm with bleeds.

We recommend keeping all important information 20mm from the centre-line owing to binding.

- Apply crop marks ensuring that they are offset by at least 3mm from the trim edge.

All dimensions quoted are **width x depth** in millimetres

WARNING

Files sent either:

- in the wrong format
 - in the wrong size
 - after deadline
 - without the correct name
- may result in errors occurring or the wrong advertisement appearing.

NOTE

- If artwork is supplied at the wrong size we will either float, or fit as best we can into the booked space, at our discretion.
- We do not supply proofs of supplied advertisements.

If you are unable to supply your complete advertisement in an approved format, we offer a full design service. You need only supply us with the text, high res pictures and logos, and we can do the rest. Contact YachtWorld for details.

YachtWorld.com cannot be held responsible for errors, omissions or missed advertisements as a result of technological incompatibilities, incorrectly supplied files or late copy.