

# COUNTRY GARDENER **Tech Spec** 2022

Here are some details about supplying text and pictures. We have also included the information your designer should need if you are supplying your finished advert to us. If you are unsure of anything, or need more information please see our contact details below.

**For a full list of advert sizes, please see the Country Gardener Media Pack or examples below.**

## GRAPHICS

- Graphic files contained within the advertisement must be hi-resolution (300dpi).
- All colour graphics must be created and saved in CMYK composite mode. They must not be saved in RGB mode which will cause the image to print incorrectly.
- All mono graphics must be created and saved in BITMAP or GRAYSCALE mode. They must not be saved in CMYK or RGB mode as this will cause images to print incorrectly.

## TEXT

- Black text must be 100% black and not made up of any other colour.
- If it is necessary for small text in a colour advert then only a single colour should be used. For example: black type is perfectly legible in 6pt if sat on a yellow, cyan, or magenta background.
- Small text sizes using 4-colours will be liable to suffer illegibility due to possible mis-registration on the press, therefore we strongly recommend that colour should not be applied to text below 12pt.
- This also applies to white text placed on a 4-colour background. Far better results will be obtained by combining two colours rather than four.

## FRONT & BACK COVER ADVERTS WITH BLEED

Front cover banner adverts should be sent including a 5mm bleed on all sides. Trim size 45mm x 265mm (inc bleed 55mm high x 275mm wide). The printer recommends that no important content or text is placed within 8-10mm of the trim edge. (Text may be placed closer to the trim edge on the binding edge and the top section of the advert, as this area is not subject to trimming.)

Full page inside cover and back cover adverts should be sent including a 5mm bleed on all sides. Trim size 340mm x 265mm (inc bleed 350mm high x 275mm wide). The printer recommends that no important content or text is placed within 8-10mm of the trim edge.

## FILE FORMATS

- Adverts are to be sent without crop marks or white space.
- The best file format is a high-resolution PDF. This is to be saved as Acrobat 4.0 (PDF 1.3) or Acrobat 5.0 (PDF 1.4). Please do not send multiple page PDF's.
- Photoshop EPS (300dpi).
- Font embedded EPS.
- Tiff (300dpi).
- JPG (300dpi) Jpegs are our last choice as the image quality is not as high.

**Please do not send Word, Excel or Publisher files, as we cannot ensure quality reproduction.**

## ONLINE ADVERTS

The best file format for an online advert is RGB gif or jpeg with resolution at 72dpi. 256 web safe colours or less and maximum file size of 30k.

## PLEASE NOTE

We reserve the right to refuse artwork if it is not to the required specifications. If the criteria above are followed you can be assured that your advertisement will appear in our publications to the specification that you require.

Every effort will be made to carefully check all advertisements received, however we regret that in the event of the above criteria not being observed or that the appropriate deadlines are not adhered to we cannot guarantee that your advertisement will appear as you would expect. Therefore we will be unable to entertain any allowance for errors that might occur in the publication of your advertisement.

## CONTACTS

These are the best contacts for artwork or design based questions.

**help@countrygardener.co.uk**

**Aidan Gill**

aidan@countrygardener.co.uk

**Gemma Stringer**

gemma@countrygardener.co.uk

