



17/18 SPECIFICATIONS

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**LOVE THE
MOUNTAINS**

**INTHE
SNOW** .COM



17/18 PRINT

ALL ARTWORK MUST BE SUPPLIED:

- With 3mm bleed* to all sides
- Keep text at least 10mm away from all edges of the advert
- As a high res PDF - PDF/X-1a:2001 compliant

* **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.

* Keeping text and vital logos etc 10mm away from the edges ensures there is no accidental cropping during magazine printing

17/18 PRINT SPEC

	TOTAL	INCLUDING BLEED	TEXT AREA
DOUBLE PAGE SPREAD	600 (W) X 350 (H)	606 (W) X 356 (H)	580 (W) X 330 (H)
FULL PAGE	300 (W) X 350 (H)	306 (W) X 356 (H)	280 (W) X 330 (H)
JUNIOR FULL PAGE	200 (W) X 350 (H)	206 (W) X 356 (H)	180 (W) X 330 (H)
JUNIOR HALF PAGE VERTICAL	100 (W) X 350 (H)	100 (W) X 350 (H)	80 (W) X 330 (H)
JUNIOR HALF PAGE HORIZONTAL	300 (W) X 120 (H)	300 (W) X 120 (H)	280 (W) X 100 (H)
A4 JUNIOR	180 (W) X 240 (H)	180 (W) X 240 (H)	160 (W) X 220 (H)
JUNIOR QUARTER PAGE	100 (W) X 175 (H)	100 (W) X 175 (H)	80 (W) X 155 (H)
DOUBLE PAGE DOMINANT	600 (W) X 120 (H)	600 (W) X 120 (H)	580 (W) X 100 (H)

ALL MEASUREMENTS ARE IN MM

17/18 ONLINE SPEC

MEASUREMENTS IN PIXELS

HERO BANNER	1420 (W) X 250 (H)
LARGE LEADERBOARD	970 (W) X 90 (H)
LEADERBOARD	728 (W) X 90 (H)
MPU	300 (W) X 250 (H)
MOBILE LEADERBOARD	320 (W) X 50 (H)

17/18

EMAIL

SOLUS

Should be supplied as ready made html file

FEATURE ON WEEKLY DIGITAL SUPPLEMENT

Selection of images and text



**THE BIGGEST AND THE BEST WHICHEVER
WAY YOU MEASURE US**

CONTACT

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FULL MEDIA PACK ONLINE @ MEDIA.INTHESNOW.COM