

SPECIFICATIONS FOR SUPPLYING ADVERTISING MATERIALS



IMAGE RESOLUTION

All images used within the PDF should have a minimum resolution of 300 ppi for continuous tone images, or 2,400 ppi for bitmaps, when at actual size. You will need to allow for this if the image has been scaled at all on the page (so, for example, if a contone image is being used on the page at 200% of its actual size it will need to be a 600 ppi image so that the effective printing resolution is still 300 ppi).

COLOUR

1843 is printed using CMYK process inks only. It uses Fogra39 as its target colour space, on which the ISO Coated v2 300% (ECI) ICC profile is based. More information on this, and a link to enable you to download that profile, can be found at <http://www.eci.org/>. The Maximum Ink Density (or Total Area Coverage) permitted is 300%. There is a minimum dot 'first printing tone' of 2% for all colours and a minimum tint percentage of 15% for single colours and 8% for multi-colours.

SOLID BLACKS

It is suggested that you provide a 35% Cyan boost behind blacks (created using black only) in order to ensure your solid blacks reproduce strongly and that your advertisement reproduces as vibrantly as possible.

REVERSED OUT TYPE

Do not incorporate reversed out type at any size smaller than 8 point, particularly if reversed out of more than one process colour.

SIZES

SINGLE PAGE

Trim size 276mm (h) by 203mm (w), **10 7/8 x 8 inches**.

Bleed size 282mm (h) by 209mm (w), **11 1/8 x 8 1/4 inches**.

Note 1: Inside front cover and inside back cover Full Page ads will lose 4mm (**3/16 inch**) of the visual area due to the 'hinge' resulting from the perfect bound process. You may wish to reduce your live matter area by 4mm (**3/16 inch**) on the outside edge.

DOUBLE PAGE SPREAD (DPS)

Trim size 276mm (h) by 406mm (w), **10 7/8 x 16 inches**.

Bleed size 282mm (h) by 412mm (w), **11 1/8 x 16 1/4 inches**.

Note 1: With DPS ads you should avoid having text characters that sit on the 'join' between the two pages.

Note 2: DPS ads should be supplied as two separate pages with 3mm (**1/8 inch**) bleed on all sides for each page.

For Inside Front Cover and Gallery ads (first 4 x DPSs in the book) see following specifications:

PRINTING PROCESS, PAPER STOCK AND FINISHING

Print process: Heat set web offset (except cover: sheet fed)

Paper stock: Cover – 170gsm Galerie Art Silk

Text section - 80gsm Galerie Silk

Finish: Cover – matte laminate

Binding: Perfect bound

Inks: CMYK

COVER AND GALLERY DOUBLE PAGE SPREAD

Note 1: These DPS ads should be supplied as two separate pages with 3mm (**1/8 inch**) bleed on all sides for each page.

Note 2: Extended imaging of 5mm (**3/16 inch**) is required on both sides of the hinge to help with alignment, which is to be included within the trim. [not additional to the trim] All files should still be supplied to 276 x 203mm, **10 7/8 x 8 inches**.

Note 3: Please note, a re-supply of a DPS file will be required if an advertisement moves from a general text section to the gallery.

HALF/VERTICAL PAGES

Sizes by arrangement with editorial

FLIGHTCHECKING

All PDFs should be pre-flighted prior to being submitted. Our preferred method of delivery is via <http://economist.specle.net/uk/>

PROOFING

Four colour guides should be produced from the final PDF file only.

FILE DELIVERY

Files must be supplied using our web portal

(<http://economist.specle.net/uk/the-economist-newspaper/1843>).

This is a free pre-flighting system for The Economist Group. Please remember that a high resolution colour proof will still need to be supplied to the address provided below.

MATERIALS SHOULD BE DELIVERED TO:

Katy Morgan

1843, Advertisement Production Department

The Economist Newspaper Limited,

The Adelphi Building,

1-11 John Adam Street, London, WC2N 6HT

United Kingdom

If you have any questions or concerns about supplying

advertising materials for 1843 please contact Katy in

The Economist's advertising production department:

katymorgan@economist.com +44 20 7830 7052

PDF downloads of the full mechanical specifications, including

all the information on this sheet, can be found at

<http://marketingsolutions.economist.com/brand/1843>