



ADVERTISING SPECIFICATIONS

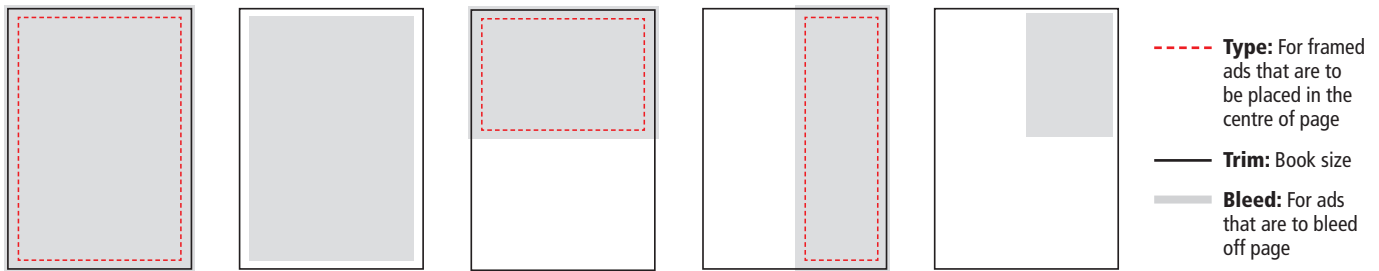
DISPLAY ADVERTS

Please note: all measurements are in millimetres (width x height)

All artwork to be supplied as a press quality PDF (compatible with Acrobat 4): All fonts must be postscript and embedded; all colours to be CMYK. Please ensure that any registration marks appear outside of the trim area.

Please deliver artwork to celia@sng-publishing.co.uk

HIP BOOK (ANNUAL): Trimmed page size 148 x 210



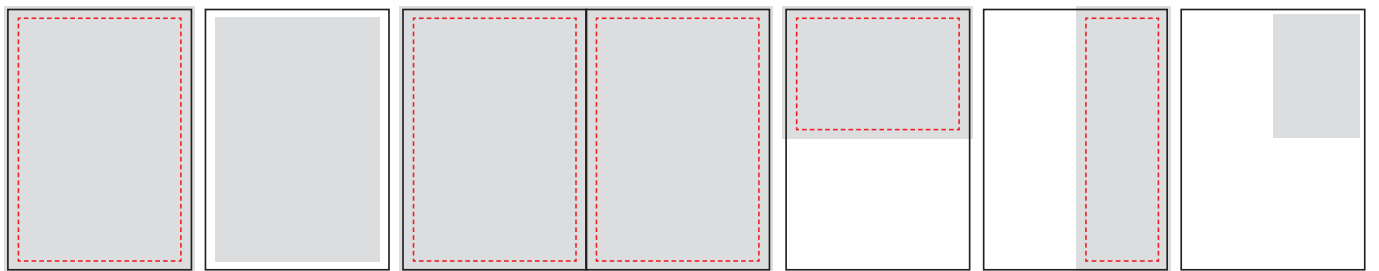
Full page - bleed Type: 124 x 190 Trim: 148 x 210 Bleed: 154 x 216	Full page - framed Type: 124 x 190 Trim: 148 x 210	Half page horizontal Type: 124 x 85 Trim: 148 x 105 Bleed: 154 x 111	Half page vertical Type: 60 x 196 Trim: 74 x 210 Bleed: 80 x 216	Quarter page Type: 58 x 89 Trim: 68 x 99
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Please Note:

For adverts booked for inside front cover / inside back cover, type dimensions will be 118 x 190 (trim and bleed as above).
For the outside back cover advert, type dimensions will be 128 x 190 (trim and bleed as above).

IMPORTANT: All text needs to be contained within the type area dimensions listed above.

HIP MAGAZINE (3 TIMES A YEAR): Trimmed page size 210 x 297



Full page - bleed Type: 186 x 277 Trim: 210 x 297 Bleed: 216 x 303	Full page - framed Type: 186 x 277 Trim: 210 x 297	DPS - bleed Type: 372 x 277 Trim: 420 x 297 Bleed: 426 x 303	Half page horizontal Type: 186 x 128 Trim: 210 x 148 Bleed: 216 x 154	Half page vertical Type: 85 x 277 Trim: 105 x 297 Bleed: 111 x 303	Quarter page Type: 88 x 130 Trim: 98 x 140
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Please Note:

For adverts booked for inside front cover / inside back cover, type dimensions will be 180 x 277 (trim and bleed as above).
For the outside back cover advert, type dimensions will be 190 x 277 (trim and bleed as above).

IMPORTANT: All text needs to be contained within the type area dimensions listed above.

For double page spreads, artwork can be supplied as one document or as two separate full pages. Please take into account the gutter when setting advert. Full page framed adverts should be set to type dimensions - **DO NOT** set to trim dimensions or the frame will be lost when the book / magazine is trimmed to size.

- - - - **Type:** For framed ads that are to be placed in the centre of page
- Trim:** Mag. size
- Bleed:** For ads that are to bleed off page

ADVERTORIAL SPEC

Please supply 650 words, 5 questions and 4 high resolution images.

POSTER ADVERT

Adverts for inclusion on the A1 HIP! poster are to be set to 130mm wide x 30mm high

All artwork to be supplied as a press quality PDF (compatible with Acrobat 4): All fonts must be postscript and embedded; all colours to be CMYK. Please ensure that any registration marks appear outside of the trim area.



ADVERTISING SPECIFICATIONS

ONLINE ADVERTS

Please note: all measurements are in pixels (width x height)

Artwork to be supplied as a gif, jpg or Flash file. Animation is limited to a maximum of 3 loops and 30 seconds.

Full banner: 468 x 60 max file size: 40kb

Skyscraper: 120 x 600 max file size: 40kb

Box: 120 x 120 max file size: 15kb

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