



SPECS

Print



Publication Schedule

ISSUE	STEET DATE	BONUS DISTRIBUTION
Fall 2026	October 5	- Brand Licensing Europe - MIPJunior - MIPCOM
Spring 2027	May	- Licensing Expo - MIFA/ Annecy

Mechanical Requirements

AD POSITION	TRIM SIZE	SAFE ZONE	BLEED
Full Page	213mm x 276mm	201mm x 264mm	219mm x 283mm
Double-Page Spread	425mm x 276mm	413mm x 264mm	432mm x 283mm

- Keep all essential text and logos at least 6mm from the trim
- Final artwork requires 3mm bleed on all sides
- All colors must be defined as process (CMYK)
- Color images should be converted to CMYK and should not contain JPEG encoding
- All images (grey-scale and color) should be set to a minimum of 266DPI
- A detailed template of *Kidscreen's* print specs is available upon request

Supplying your Artwork

Final (pre-flight) files to be supplied at kidscreen.com/upload in the following format:

- PRINT-OPTIMIZED PDF
- Embed all fonts
- PDFs must be 100% CMYK, not containing any RGB, LAB, SPOT or Indexed colors

GENERAL NOTES

- There will be a US\$50 production charge per ad for file preparation, pre-flight, trouble-shooting and processing.
- Kidscreen does not accept responsibility for reproduction when materials supplied do not meet the above specifications.
- We are not able to check detailed trapping in print-quality PDFs. Please ensure all colors are trapped correctly prior to writing your PDF.
- Kidscreen reserves the right to charge back to the advertiser or agency the cost of all work required to convert materials.
- Artwork with body copy may be considered advertorial and would therefore require a label so our readers don't mistake it for editorial.
- Kidscreen reserves the right to require changes to maintain our quality standards.

Advertorial

Studies show that advertorials boost engagement, conversions, and even brand recall.

Enhance your print ad with an advertorial approach. Presented in a trusted publication, advertorials have built-in credibility and deliver value by offering the reader something useful or interesting—even if they’re also being marketed to.

General Guidelines

- Advertorial artwork and copy to be supplied as a fully designed working file, packaged with fonts and images.
- *Kidscreen’s* Editorial team & Art Director will review and polish your file to align with *Kidscreen’s* quality standards.
- Material deadlines will be two weeks earlier than those for standard ads.
- *Kidscreen* will add a label to the top right corner of all advertorials to clearly identify them as sponsored content to readers. Please leave 50mm x 13mm in the top right corner free of text and key images in order to accomodate the label. On a double-page spread, this label will be placed on the right-hand page.
- Advertorial opportunities are limited and offered on a first-come, first-served basis. Book your space today!

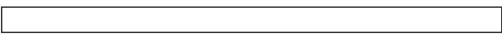
Typography

- 600 word max per page (1200 for DPS)
- Body copy should be 8-10pt. As a general rule, leading should be 2-3pts greater.
- No more than four different fonts should be used in one advertorial.
- Selected fonts must be visually different from *Kidscreen’s* editorial fonts, which are Agenga and Archer. This is what they look like:

Agenda Regular **Agenda Bold**
Archer Book **Archer Bold**

Color

The background of your artwork must be different from *Kidscreen’s* color palette. Do not use any of the following colors:

	
White	C=0 M=30 Y=100 K=0
	
C=72 M=6 Y=10 K=0	C=0 M=0 Y=70 K=10
	
C=63 M=70 Y=0 K=0	C=0 M=100 Y=50 K=10

Tips for creating an effective advertorial

A COMPELLING HEADLINE

- Your headline will capture the reader’s attention and encourage them to read further.
- Consider using words like ‘today’, ‘limited’, ‘soon’ or ‘secret’, to create the feeling of missing out on something great.

UNDERSTAND YOUR AUDIENCE

- Match the tone and style of your advertorial to the publication.
- *Kidscreen’s* readers are looking for information and insight, communicated in an engaging and editorial style, rather than a press release or news article.
- Write your advertorial from a third-person perspective, as if you are an unbiased source of information.
- Make your advertorial an easy read by using short paragraphs.

ENGAGING CONTENT

- Focus on providing valuable information and benefits, rather than just listing the features of your product or service.
- Include data, citations and/or testimonials to establish reliability, honesty and credibility with the reader.
- Strategically place infographics or images through your advertorial. Visual storytelling will boost clarity and re-engage reader’s attention.
- Use high-resolution images that are relevant to the content and visually appealing.

THE 70/30 RULE

- An advertorial should be 70% engaging content and 30% promotional to maintain the reader’s attention.

CLEAR BRANDING

- Include your company’s logo, website URL and relevant contact information.

CALL-TO-ACTION

- Clearly state what you want the reader to do after reading, such as visiting your website or redeeming a special offer.

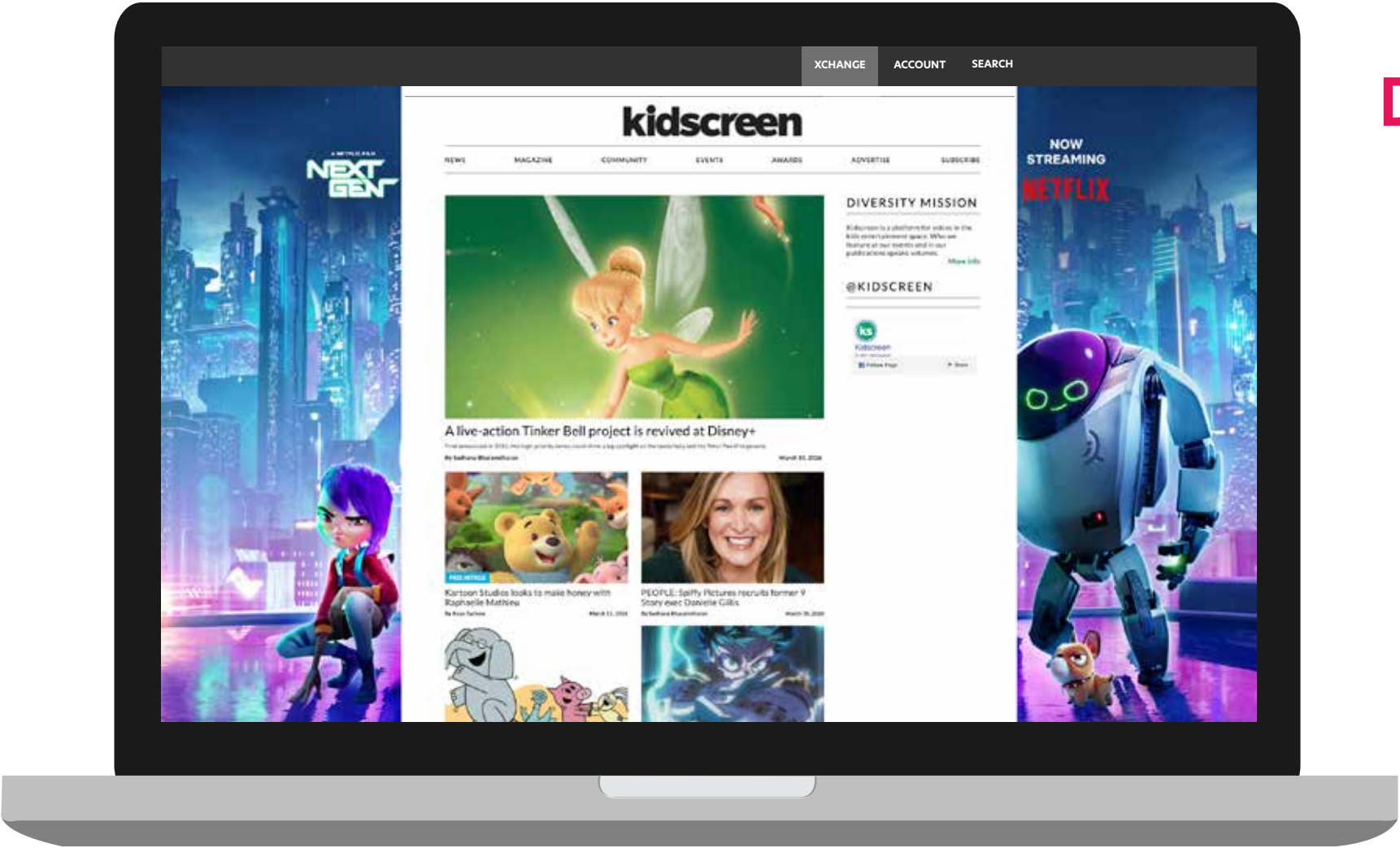
Digital

Kidscreen Daily		
POSITION	DESKTOP	MOBILE
Leaderboard	820 x 120px	300 x 250px
Skyscraper	300 x 896px	300 x 250px
Billboard	820 x 300px	300 x 250px
Half Page	300 x 600px	300 x 250px
Banner 1-6	820 x 90px	300 x 250px
Rectangle	300 x 250px	300 x 250px

kidscreen.com		
POSITION	DESKTOP	MOBILE
Leaderboard	1200 x 120px	300 x 250px
Half Page	300 x 600px	300 x 250px
Strip	1200 x 90px	300 x 250px
Banner	850 x 120px	300 x 250px
Rectangle	300 x 250px	300 x 250px
Interstitial	700 x 500px	700 x 500px

Sponsored eBlast	
AS HTML	AS A SINGLE IMAGE
- Email subject line - Responsive HTML that has been fully tested on both desktop and mobile - Desktop: 760px - Mobile: 479px - Editable - No Javascript - Max file size: 1MB	- Email subject line - Image in .jpg or .png format 700px max image width - Single URL link

All digital ads must be supplied as .jpg or .gif files with file size under 1MB to ensure fast loading. All positions require Rectangle size for mobile.



Dynamic Wallpaper

Desktop: 2000 x 1000px
1220px left blank in the center

