

# ShortList

## ADVERTISING SPECIFICATIONS

### DIMENSIONS

Single Full Page Trim	280mm (H) x 206mm (W)
Single Full Page Bleed	288mm (H) x 214mm (W)
Single Full Page Type Area	266mm (H) x 192mm (W)
DPS Trim	280mm (H) x 412mm (W)
DPS Bleed	288mm (H) x 420mm (W)
DPS Type Area	266mm (H) x 398mm (W)
Half DPS Horizontal Trim	140mm (H) x 412mm (W)
Half DPS Horizontal Bleed	148mm (H) x 420mm (W)
Half DPS Horizontal Type Area	126mm (H) x 398mm (W)
Half Page Vertical Trim	280mm (H) x 103mm (W)
Half Page Vertical Bleed	288mm (H) x 111mm (W)
Half Page Vertical Type Area	266mm (H) x 89mm (W)
Half Page Horizontal Trim	140mm (H) x 206mm (W)
Half Page Horizontal Bleed	148mm (H) x 214mm (W)
Half Page Horizontal Type Area	126mm (H) x 192mm (W)
Quarter DPS Trim	70mm (H) x 412mm (W)
Quarter DPS Bleed	78mm (H) x 420mm (W)
Quarter DPS Type Area	56mm (H) x 398mm (W)
Quarter Page Vertical Strip Trim	280mm (H) x 54mm (W)
Quarter Page Vertical Strip Bleed	288mm (H) x 62mm (W)
Quarter Page Vertical Strip Type Area	266mm (H) x 40mm (W)
Quarter Page Horizontal Strip Trim	70mm (H) x 206mm (W)
Quarter Page Horizontal Strip Bleed	78mm (H) x 214mm (W)
Quarter Page Horizontal Strip Type Area	56mm (H) x 192mm (W)
Quarter Page Box Trim	140mm (H) x 103mm (W)
Quarter Page Box Bleed	148mm (H) x 111mm (W)
Quarter Page Box Type Area	126mm (H) x 89mm (W)

**NB: Any important text should be 7mm in from the trim (see type area dimensions). DPS ads do not need to be supplied with gutter as magazine is saddle-stitched. Bleed should be supplied at 4mm.**

# ShortList

## ADVERTISING SPECIFICATIONS

### DIGITAL FILE REQUIREMENTS

#### File Format

- All files must be submitted as PDF/x-1a:2001 (Compatibility: PDF 1.3)
- Total area of coverage (TAC) of elements on a page should not exceed 360% for text and cover pages.
- All files (inc. images and text) must be 300 dpi for optimum resolution.
- Files must be flight-checked prior to submission

#### Tints and Tones

- The first printing tone for gravure is 5%
- Minimum single colour tint accepted is 15%
- Minimum multi-colour tint accepted for each ink is 8%
- Four colour in neutral areas should not exceed 260/300%

#### Proofing/Colour Profile

- Colour Profile: PSR\_SC\_STD\_V2\_PT

#### Ad Delivery

Please note: We no longer accept cromalins as we have moved to soft proofing

- Adsend.com
- Specle.net
- AdStream
- Email (under 5MB) to [adproduction@shortlist.com](mailto:adproduction@shortlist.com) and [Heather.Cameron@Shortlist.com](mailto:Heather.Cameron@Shortlist.com)

#### Other

SHORTLIST cannot guarantee the reproduction of any material that is supplied out of spec. We may at our discretion take reasonable action to convert the material in order to make it conform or we may refuse to accept it.

**Please note: Copy deadline is Tuesday, the week prior to the insertion date.**

# ShortList

## ADVERTISING SPECIFICATIONS

### COVER WRAP - FRONT COVER DIMENSIONS

Full Page Trim	280mm (H) x 206mm (W)
Full Page Bleed	288mm (H) x 214mm (W)
Client Design Trim	220mm (H from base edge of full page trim) x 206mm (W)
Client Design Type Area	204mm (H) x 192mm (W)
Client Design Bleed	228mm (H) x 214mm (W)
Stylist Logo Area Trim	60mm (H from top edge of full page trim) x 206mm (W)

SHORTLIST will add the logo to the cover so please supply the front cover with the image bleeding into the logo area. SHORTLIST will add the word "ADVERTISING" to cover wrap artwork, please supply without this.



### COVER WRAP - OTHER PAGES DIMENSIONS

Full Page Trim	280mm (H) x 206mm (W)
Full Page Bleed	288mm (H) x 214mm (W)
Full Page Type Area	266mm (H) x 192mm (W)

Please note: All pages of cover wraps should be supplied as aligning, singular high resolution PDFs with bleed.

# ShortList

## ADVERTISING SPECIFICATIONS

### COVER WRAP GUIDELINES FOR DESIGN AND CONTENT

Please read through and agree to the following terms and conditions. ShortList requires your agreement on this prior to acceptance of cover wrap booking. Speak to your account manager should you require further details or assistance.

### ALL ARTWORK IS SUBJECT TO APPROVAL BY SHORTLIST MEDIA.

#### USE OF WEAPONS ON FRONT COVER

In order to reach our target audience at a time when they crave reading material, a significant number of copies of our titles are distributed through major airlines and airports. In deference to the sensitivities of passengers and as a sign of the times in which we live, there are very strict rules from airlines and BAA as to what images may be portrayed on the cover of magazines displayed in lounges, in-flight and on the gate services. However, where a film, book or game distributor employs visuals depicting jeopardy, guns and other weapons as part of their mainstream cross-media promotional activity, it will now be acceptable to reproduce the same imagery on the outside front cover. The caveats to this are that the agencies will need to see the artwork so that they can arrange to move copies to those airlines/lounges/gate services who are less likely to object to such imagery. Blatantly offensive covers designed to shock or offend will still be unacceptable (Shortlist Media will determine what is acceptable). Overtly sexual imagery remains unacceptable.

#### IMAGES

- Our long run print technologies lend themselves better to crisp, well-defined images and rich in colour.
- It is advisable to steer away from monochrome designs and white backgrounds. Avoid lots of white empty space.
- No tie-ins with editorial
- Artwork made for outside covers must bleed off the page - no border around the imagery

#### FONT USAGE

We ask for you to try not to imitate our house fonts in an attempt to look like an editorial cover. We are more than happy to design your cover with the correct fonts if required.

#### STYLIST LOGO COLOUR

We reserve the right to choose the Stylist logo colour to accompany your artwork. This is to avoid clashes with the editorial cover.

#### CONCEPT AND CONTENT APPROVAL

To ensure your artwork is suitable for publication in Stylist, we request that you supply us with an initial synopsis of what your artwork will comprise. We find this helps in the long run in case we need you to amend anything, and helps to reduce any last-minute changes.

#### IMAGES ENCROACHING WITHIN STYLIST LOGO AREA

We reserve the right to refuse your imagery to encroach within the logo area by way of a cut-out.

# ShortList

## ADVERTISING SPECIFICATIONS

### COVER WRAP DEADLINES

Type of cover wrap	Deadline for low-res artwork	Deadline for hi-res artwork
Normal cover wrap on usual paper stock	4 weeks prior to publication date	2 weeks prior to publication date
Glossy cover wrap	5 weeks prior to publication date	3 weeks prior to publication date

If the above deadlines cannot be met, you will need to speak to our copy contact, Heather Cameron for revised timings on [020 7611 9711](tel:02076119711) or [Heather.Cameron@Shortlist.com](mailto:Heather.Cameron@Shortlist.com)