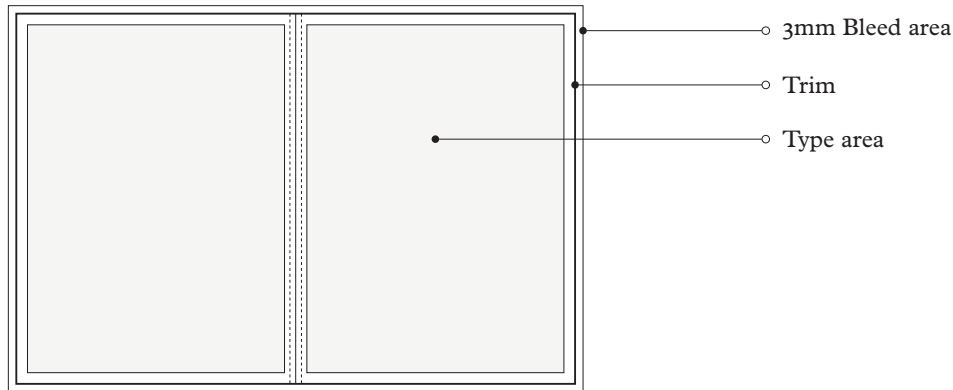


MONOCLE

Print Specifications



Dimensions

Single Page

Trim size: 200 × 265mm

Type area: 184 × 249mm

Bleed: 206 × 271mm (3mm bleed on all edges)

Double-page spread

Trim: 265 × 400mm

Type area: 249 × 384mm

Bleed: 271 × 406mm (3mm bleed on all edges)

Digital file creation

Files must be submitted as single or double-page spreads.

All files should be in CMYK format and have all fonts and hi-resolution matter such as images and logos imbedded.

All images contained in the file must be 300DPI when 100% in size.

Ink density

Text section: As *Monocle* is printed on a matt uncoated stock the maximum UCR density should not exceed 300%.

Outside back cover: As the outside back cover is printed on a gloss stock, the UCR density can be set at a maximum of 320%.

Bleed allowance

Bleed advertisements should include a 3mm allowance on all edges.

Colour proofing

All advertisements with the exception of the outside back cover should be proofed using the ICC profile that is tailored for our uncoated stock.

Eurostandard profile colourproofs will only be accepted for the OBC.

The ICC profile for our paper can be downloaded from the advertising section of the *Monocle* website:

Tauro_ExtGamut300.icc

For detailed guidelines on file preparation and specifications please go to the PPA website:

www.ppa.co.uk and to the pass4press instructions

Digital file delivery

Digital files can be sent to the publisher either by cd-rom/dvd or via our delivery site:

Address: <http://access.tagworldwide.com/Monocle>

Username: monocle

Password: adverts

Enter username and password as requested and click on Monocle adverts icon to take you to the upload option.

Files should be named by advertiser and issue date.

A confirmation email should be sent to the following production contact when files have been sent via ftp.

Delivery address:

Kiera O'Brien
Advertising Department
Monocle
20 Boston Place
Marylebone
London
NW1 6ER
Tel: +44 20 7725 4351
ko@monocle.com

Disclaimer

Monocle Magazine takes no responsibility for any advertising material that is submitted for print which is not in accordance with our specifications.