

### Print advertising

#### Full page

	Dimensions (h x w)
Bleed	273mm x 209mm
Trim	267mm x 203mm
Type area	240mm x 185mm

#### Half page

	Dimensions (h x w)
Horizontal	118mm x 185mm
Vertical	240mm x 89mm

#### Double page spread

	Dimensions (h x w)
Bleed	273mm x 412mm
Trim	267mm x 406mm
Type area	240mm x 386mm

#### Half landscape spread

	Dimensions (h x w)
Bleed	138mm x 412mm
Trim	35mm x 406mm
Type area	118mm x 386mm

All dimensions are listed as height x width.

#### Vital matter

Should be at least 10mm from the trim edge

#### Production

Fonts - All fonts to be embedded within the PDF.

Colours - ICC colour profiles, Lab colours, RGB images and spot colours are not to be used.

All colours should be set to a CMYK process colour output.

Images - Logos, photos and graphics should all have a minimum output of 300 dpi.

#### Electronic artwork

Artwork can be received by email at:  
[displayads@newscientist.com](mailto:displayads@newscientist.com)

Please label your email with your New Scientist contact, client and campaign name and insertion date

Artwork can be collected by FTP

#### Cover date

Saturday each week, on sale the preceding Thursday

#### Copy deadline

8 days before cover date

#### Production controller

Alan Blagrove +44 (0)20 8652 4406

#### Copy address

New Scientist  
Reed Business Information  
3rd Floor, Quadrant House  
The Quadrant, Sutton  
Surrey, SM2 5AS