

telegraphmediagroup

# Luxury Magazine Supplement (Perfect Bound)

Standard Operating Specification

## Contact: Telegraph Media Group

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Repeat copy instructions to be sent to;

copychaser.ads@telegraph.co.uk

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## GRAVURE PRODUCTION SPECIFICATIONS

### Guideline Specifications for Digital Gravure Reproduction

#### Delivery Methods

Adsend	www.dubsat.com/adsend
Quickcut/Adstream	www.adstream.com
Specle	specle.net
Qmuli	www.qmuli.com
Telegraph Customer Response	email link service

**Please contact us to request a Telegraph Customer Response email link**

#### Media Supply

Media to contain only files required for the job, to be accompanied by a printout of contents, information concerning media format, file format, file names and digital proofs.

#### Template

Template delivered as Double Page Spreads and/or Left and Right Pages all including bleed carry Trim and Spine Marks all positioned outside live area.

#### File Name

Please ensure that the file contains product title (e.g. Sunday Telegraph Magazine and the Publication Date. Orientation Page orientation: Portrait. Data orientation: 1.

<b>First Printing Tone</b>	5% All colours.
<b>Style of Black</b>	Skeleton
<b>Detail Contrast</b>	Settings to produce smooth flesh tones and to avoid strong black outlines.
<b>UCR</b>	Normal subjects C 70%; M 65%; Y 65%; B 95% (Max)
<b>Max Coverage</b>	320%

#### Tints and Images on white paper

Single colour tint on white paper 15% minimum dot. Multi colour tint on white paper 8% minimum dot

<b>Text and Reverse type</b>	Minimum 6pt for standard fonts, script and fine serif fonts 10pt
<b>Type</b>	Minimum 10pt type, dominant colour for shape, secondary colours spread
<b>Bleed</b>	5mm on all sides
<b>Live Text Position</b>	No important text matter within 5mm of trim

#### Colour Proofing

Colour proof must be made from the digital data delivered to the printer.  
Standard: According to Epson 4880 or Epson 4800.

<b>Paper:</b>	GMG Semi Matte
<b>Match:</b>	ISO_39L (ISOcoated_v2_300_eci ) for TEXT
<b>Match:</b>	ISO_39L (ISOcoated_v2_300_eci ) for COVER

**Control:** FOGRA Media Wedge Strip and Filename each spread.

ICC profiles are obtainable from GMG: GMG Website or Telephone: 01603 789111.

#### Copy

Copy should be supplied 21 days prior to publication. Late copy facility by negotiation.

# Advert Dimensions

Full Page Trimmed	340mm x 280mm
Full Page Bleed	350mm x 290mm
Full Page Type Area	308mm x 244mm
DPS Page Trimmed	340mm x 560mm
DPS Page Bleed	350mm x 570mm
DPS Page Type Area	308mm x 524mm
Half Page DPS Trimmed	162mm x 560mm
Half Page DPS Bleed	172mm x 570mm
Half Page DPS Type Area	147mm x 524mm
Half page Horiz Trimmed	162mm x 280mm
Half page Horiz Bleed	172mm x 290mm
Half page Horiz Type Area	147mm x 244mm
Half Page Vertical Trimmed	340mm x 132mm
Half Page Vertical Bleed	350mm x 142mm
Half Page Vertical Type Area	308mm x 114mm

## Perfect Bound Issue

**This Magazine will require a double image gutter in spine of 6mm (3mm split on each page) if the DPS image runs across spread.**

These Diagrams are visual only, the dimensions are on spec above

