



Telegraph Magazine Specials

- ST Fashion
- ST Men
- ST Watches & Jewellery

Standard Operating Specification

Binding: Saddle Stitched or Perfect Bound



Advertising Production Contacts

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Copy instructions to be sent to;
copychaser.ads@telegraph.co.uk

Deadlines & Delivery Methods

Please contact us for copy deadlines. Files can be supplied via any of the following methods:

- ADSEND

<https://login.adsend.com/adsend/#/login>

- ADSTREAM

www.adstream.com/solutions/asset-delivery/print-ad-delivery

- SPECLE

www.specle.net

- QMULI

<https://adfast.qmuli.com>

- TELEGRAPH CUSTOMER RESPONSE

email link service

Please contact us to request a Telegraph Customer Response email link



Production Specifications

Template:

Template delivered as Double Page Spreads and/or Left and Right Pages all including 5mm bleed with trim and spine marks all positioned outside the live area.

PDF Standard: PDF/X-1a:2001

First Printing Tone: 5% All colours.

Total Ink Coverage: 320% for COVERS
360% for TEXT

Image / Output Colour Profile / Colour Proofing Spec:

Proofing Paper: GMG Semi Matte

Proofing Match/ICC For COVERS: ISO 39L (ISOcoated_v2_300
eci) (Web Offset)

Proofing Match/ICC For TEXT: PSR_LWC_Plus_V2 (Gravure)

Resolution: 300DPI

ICC profiles are obtainable from ECI:

www.eci.org/en/downloads

Important details should have a minimum of 5% in the relevant colour channels. Technical elements i.e fonts and colour panels should have at least 7% per channel as lower tone values are the more sensitive to process variations (for instance colour deviations, smoothness of the print result).

Tints and Images on white paper:

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

Type: Normal text should measure 0.2mm in line width and reversed out text should measure 0.25mm in line width.

Bleed: 5mm on all sides.

Live Text Position: No important text matter within 5mm of trim.

Advertisement Dimensions

Advert Shape	Height x Width
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FULL PAGE

Trim	290mm x 230mm
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Bleed	300mm x 240mm
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Type Area	270mm x 210mm
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DOUBLE PAGE SPREAD

Trim	290mm x 460mm
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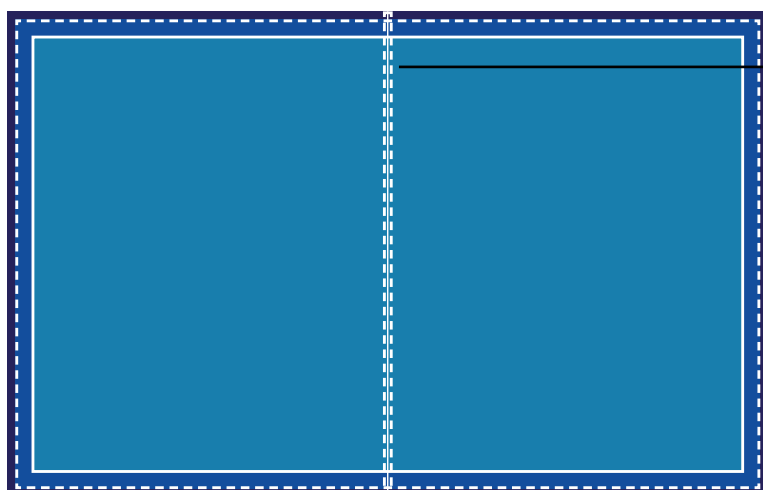
Bleed	300mm x 470mm
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Type Area	270mm x 440mm
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Typical Advertising Shapes

DOUBLE PAGE SPREAD



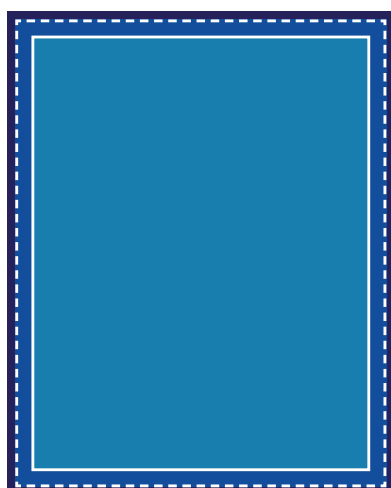
* Perfect Bound issue only

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

If the issue is saddle stitched then this doesn't apply. Please contact us to confirm binding.

-  Bleed - 300mm X 470mm
-  Trim - 290mm X 460mm
-  Type Area - 270mm X 440mm

FULL PAGE



-  Bleed - 300mm X 240mm
-  Trim - 290mm X 230mm
-  Type Area - 270mm X 210mm