

2017 | IRISH COUNTRY MAGAZINE

ARTWORK DELIVERY SPECIFICATIONS



IRELAND'S BESTSELLING WOMEN'S GLOSSY MAGAZINE

Deadline for Copy

One week prior to publication date. Please have copy delivered well in advance of deadline, so that any alterations/corrections may be made.

Preferred Format

Hi-Res PDF

Delivery Method

Please confirm size and colour mode of booking before transmitting any advert copy. For files larger than 5mb please refer to your sales manager. Digital disk by post to Irish Country Magazine, Irish Farm Centre, Bluebell, Dublin 12.

Naming Convention

File should be marked with the product name, URN (unique reference number – if available) and issue date of insertion. Eg. 846251_loreal_Dec2014.pdf

All advert material must be supplied to the exact dimensions specified in the booking and in the correct format. Should they not be, the publisher reserves the right to alter the file or omit the advert altogether without referral. Any such alterations will be chargeable and the publisher accepts no responsibility for any errors, which may occur as a result. Likewise, any corrections requested by the advertiser after supplying the copy will be rechargeable and again the publisher accepts no responsibility for the accuracy of such alterations.

Irish Country Magazine accepts no responsibility for critical advertisement supplied without an approved colour proof equivalent to the FOGRA39 Profile.

- Type area is 252mm height x 186mm width.
- Bleed is 5mm – Offset 3mm.

Standard Sizes for Bleed Adverts

Size	Height x Width	Trim Size
Double page spread	307mm x 450mm	297mm x 440mm
Full page	307mm x 230mm	297mm x 220mm
Half page vertical	307mm x 120mm	297mm x 110mm
Half page horizontal	158mm x 230mm	148mm x 220

Standard Sizes Non-Bleed Adverts

Size	Height x Width
Full page	259mm x 186mm
Half page vertical	259mm x 93mm
Half page horizontal	129mm x 186mm
Quarter page	129mm x 93mm

Copy Format

- Hi-Res CMYK PDF X1-a compatible with Acrobat 4 (PDF 1.3).
- Imagery should be 300dpi and Fogra39 profile applied.
- For colour critical adverts a contract proof (GMG ISO/Fogra39) should be supplied. A contract proof can be supplied on request.
- Please ensure any final files sent in for production are one layer, have all fonts embedded and do not contain any non-printable layers.

We have the capacity to prepare adverts from scratch in-house. Please be aware that as this takes more time, copy should be sent in as early as possible.

Should this service be required, the following should be noted:

- Text should be in an unformatted text file.
- Any images should be in CMYK and have a resolution no less than 300dpi.

Graphic File Format

- Scan resolution: 300dpi.
- All images should be saved in CMYK mode.
- All imagery should have Fogra39 profile applied.

Typeface Recommendations

- If the typeface cannot be output, an alternative will be used in-house.
- For clarity purposes black type on white should be no less than 5.5pt.

Checklist for Supplier

- Is the document in suitable format & profile: i.e. PDF, Acrobat PDFx 1a?
- Are all images included, CMYK and no less than 300dpi with Fogra39 profile?
- Are all fonts embedded?
- Is a colour proof supplied?
- Is the file named accordingly?

Advertising Production Contact

adcopy@irishcountrymagazine.ie

Inform | Inspire | Indulge