

# Artwork Specs - Retail Express

## Artwork format

Artwork must be supplied as follows:

- High resolution PDF
- Flattened
- CMYK
- High resolution 300 DPI images at 100%
- Ink coverage must be less than 245%

Additional notes

**Bleed & printer marks:** None needed

**DPS artwork:** Allow 20mm for gutter to ensure no text is lost

**Disruptive artwork:** Elements can fall outside of the specs, providing they are considerate to editorial space

## Specifications (width x height)

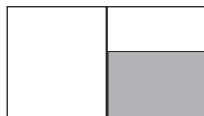
**Full page**  
260x339mm



**Double page spread (DPS)**  
540x339mm



**Dummy front cover**  
260x215mm

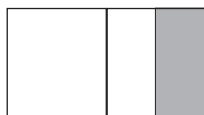


**1/2 page DPS**  
540x150mm

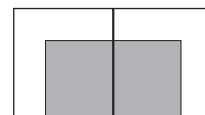


You are advised to keep all logos and copy at least 20mm away from the gutter on each page

**1/2 page vertical**  
128x339mm

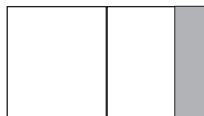


**Fireplace**  
360x240mm



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**1/3 page vertical**  
84x339mm

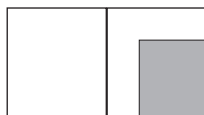


**Inverted fireplace**  
DPS minus fireplace (as shown)

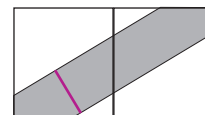


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**Mini page (24x4)**  
172x240mm



**Slash**  
638mm corner to corner  
160mm height

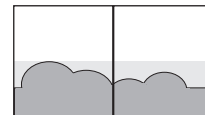


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**1/2 page horizontal**  
260x150mm

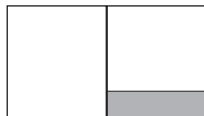


**Disruptive**  
General specs plus a little extra  
(See 'Artwork format' for details)

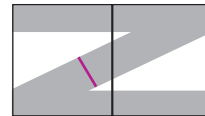


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**Banner**  
260x40mm



**"Z" shape disruptive**  
60mm diameter corner to corner  
60mm height

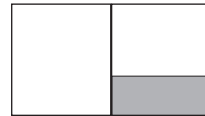


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**15x3**  
128x150mm



**Quarter page banner**  
260x75mm



Other ad sizes available on request

Files should be labelled in the following format: 'RE' followed by the issue date. e.g. RE14Nov

Artwork is required **7 business days** prior to cover date

Disruptive artwork is required **14 business days** prior to cover date

All artwork should be sent by email, or using WeTransfer, to:  
**adproduction@newtrade.co.uk**  
and **productioncoordinator@newtrade.co.uk**

Printing processes: Cold-set we off-set 45grm newsprint  
Screen ruling mono: 85LPI Maximum Angle 45°  
Colour/Mono digital resolution: Scitex Res 8/200ppi  
Line dot res: 1016 LPI/40ppm | Dot shape: Round/Mini dot 4% Max dot 90%  
Dot gain on all four cols: 40% dot=32%G : 80% dot=18%G  
Ink densities: Cyan .85 Mag .85 Yellow .75 Black 1.10  
Supplied proofs: Digital Newsprint to Mirror Specification