

## SPECIFICATIONS FOR CLIENT SUPPLIED ARTWORK

# THE HORSE MAGAZINE

### THANK YOU FOR CHOOSING TO ADVERTISE WITH 'THE HORSE MAGAZINE'

Artwork for your advert can be prepared for you at no extra charge however if you do choose to supply your own advert please follow the below guidelines:

**NEW**  
It's Bigger!

#### ■ Page Size

Our **NEW** page size is A4 or **210mm x 297mm trimmed**. to this please **add 5mm all round bleed** (that is extra image outside the page that gets chopped off in the binding process).

**TRIMMED PAGE SIZE IS NOW 210mm x 297mm**  
*...giving you more space for your advert!*

#### ■ FONTS

Please ensure all fonts are embedded or converted to curves

#### ■ IMAGES

Images are to be an optimal 300dpi and all in a **CMYK** format.

#### ■ Layout/Text Safe area.

Please ensure that all text is within a boundary no less than 10mm from the trimmed edge of the page.

**TEXT SAFE AREA**

#### ■ Format

Our preferred accepted format is a Acrobat **PDF** file optimised for Press, crop and registration marks included.  
\* Double page spreads to be supplied in single pages.  
OR  
High Res flattened **JPEG** file at 300dpi.

#### ■ GETTING YOUR ADVERT TO US:

Simply email your advert to:  
[horsethm@bigpond.com](mailto:horsethm@bigpond.com)  
For larger size files (above 10mb) please use **YOUSENDIT**

#### ■ ADDITIONAL ADVERT SIZES

We cater for all advert sizes and budgets: (however please ensure your text doesn't fall below a minimum legible size of 7pt)

**Half page** (vertical) 92mm x 277mm  
**Half page** (horizontal) 188mm x 136.5mm

**Third page** (vertical) 60mm x 277mm  
**Third page** (horizontal) 188mm x 89.6mm

**Quarter page** (vertical) 92mm x 136.5mm  
**Quarter page** (horizontal) 188 mm x 66.2mm

**THE HORSE MAGAZINE**

YOUR TRUSTED NEWS AND KNOW HOW SINCE 1984  
(03) 9421 3320 | [horsethm@bigpond.com](mailto:horsethm@bigpond.com) | [www.horsemagazine.com](http://www.horsemagazine.com)