cwm | COUNTY WEDDING MAGAZINES

Artwork guidelines

SUPPLYING ARTWORK TO US

If you have your own design that you would like us to use we have listed a few technical guidelines to follow that are important for our process:

- Please use a professional design package if you have one: Photoshop, Illustrator, InDesign, Quark Express are the key design programs used by graphic designers and printers alike.

- Please ensure artwork is supplied in PDF, TIFF or JPEG format.

USING OUR DESIGN SERVICE

We can design your advert from images and text supplied.

- Please provide clear instructions explaining how you would like your advert to look, and specify particular fonts and colours as appropriate.

- Please ensure that all images and logos supplied are high-resolution (300dpi) and print-ready, in PDF, TIFF or JPEG format.

- Please provide the wording you would like for the advert, plus any contact details that need to be included.

TECHNICAL INFORMATION

COLOUR
RGB & CMYK

All computer monitors and printers, digital cameras and scanners use three colours (RGB Red, Green and Blue) to create an image. However, commercial printers use the four colour process (CMYK Cyan, Magenta, Yellow and Black) and almost all colours in the spectrum can be reproduced using varying ink combinations of these four colours.

If possible, you should send your artwork as CMYK files. Most design programs give you the option of setting your colour mode. You can submit your artwork in RGB however, when we convert it to CMYK, there may be slight changes to the colours you have used. Sometimes it's just not possible to create an RGB in CMYK but usually it is possible to get very close.
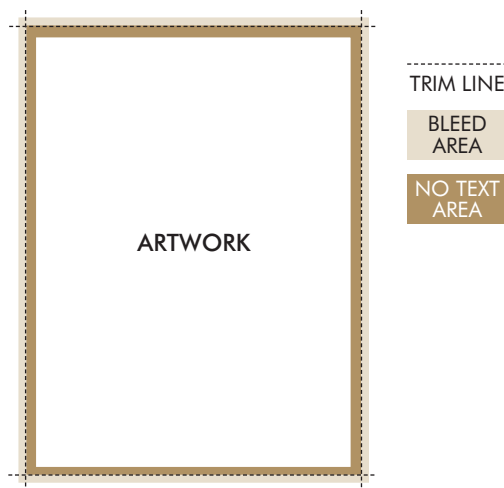

CYAN   MAGENTA   YELLOW   BLACK

BLEED

LEAVING ENOUGH SPACE

We only require a 3mm bleed on Full page and Double page spread adverts.

This is simply an extra 3mm of background on your document that we will cut off during the finishing process.

There is a tolerance here, so please ensure that you do not include anything of importance at least 3mm from the edge of your document. We would also recommend that any text is at least 10mm from the edge.

ARTWORK

TRIM LINE

BLEED AREA

NO TEXT AREA

RESOLUTION - DPI

Any complete artwork, images or logos need to be supplied at NO LESS than 300 dpi (high resolution) in order for sharp, crisp reproduction.

Web images are generally NOT suitable for use

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300 DPI AT 100%

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72 DPI AT 100%

SENDING US YOUR ARTWORK

When emailing artwork of a large file size please compress files using ZIP or STUFFIT. We also have an online FTP area where artwork can be uploaded. If you require further details on how to do this call the design studio on +44 (0)1376 535616.

Please email artwork to artwork@kdmediapublishing.com with your company name and which publication and issue it is for. Alternatively send a CD-ROM by first class post to KD Media Publishing Ltd, Pantile House, Newlands Drive, Witham, Essex, CM8 2AP

MECHANICAL DETAILS

Printed Advert Sizes	Width	Height
Double Page Spread (with bleed)	426mm	303mm
Double Page Spread (trim)	420mm	297mm
Full Page (with bleed)	216mm	303mm
Full Page (trim)	210mm	297mm
Half Page - Vertical	95mm	287mm
Half Page - Horizontal	195mm	141mm
Quarter Page	95mm	141mm