

Sending artwork

SEND ARTWORK TO
Matt Gynn and Gemma Bourne
bathlifeads@mediaclash.co.uk

**PLEASE BE AWARE THAT WE HAVE
A 10MB WEIGHT LIMIT PER EMAIL**

**If artwork exceeds 10MB please send
via www.WeTransfer.com or Dropbox**

ACCEPTED FORMATS

✓ JPEGs, PDFs, TIFFs in high resolution (300 dpi) and
Illustrator files with text converted to outlines.

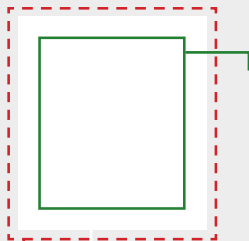
WE DO NOT ACCEPT

- ✗ Publisher files
- ✗ Pictures placed in a Word document (please send them as separate files)
- ✗ Pictures taken from the internet (low resolution)

IMPORTANT NOTE: If you don't supply suitable copy before the Copy Deadline, MediaClash will reserve the right to use copy from another source or to repeat copy already in its possession from previous advertisements. Cancellations are only accepted in writing two weeks before the copy deadline.

Artwork sizes

FULL PAGE



TYPE SIZE
195mm(W) x 265mm(H)
Size you need to supply if you want your advert to be placed in the middle of the page with a white border

TRIM SIZE (magazine size)
220(W) x 285mm(H)
FOR REFERENCE ONLY – DO NOT
SUPPLY ANY ADVERT AT THAT SIZE

BLEED SIZE
226mm(W) x 291mm(H)
Size you need to supply if you want your artwork to bleed off the page. (note: 3mm border will be cut from the advert)

ALL TEXT NEEDS TO BE CONTAINED IN THE TYPE AREA.

DOUBLE PAGE SPREAD

TYPE SIZE 420mm(W) x 265mm(H)
TRIM SIZE 440mm(W) x 285mm(H)
BLEED SIZE 446mm(W) x 291mm(H)

TRIM SIZE IS FOR REFERENCE ONLY.
ALL TEXT NEEDS TO BE CONTAINED IN THE TYPE AREA.

DISPLAY ADVERTS TO SET

Please supply logo, contact details, high-resolution images, text and a brief.

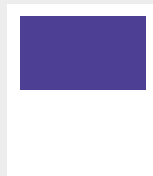
CHARGES APPLY
• 10% artwork to set
• 5% artwork amend

ADVERTORIALS

Advertising feature designed in our house style

FULL PAGE ADVERTORIAL
Please supply:
• Text between 400-500 words
• 2 to 4 high resolution pictures (300 dpi)
• Logo and contact details

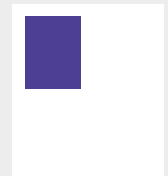
HALF PAGE ADVERTORIAL
Please supply:
• Text between 300-350 words
• 1 to 2 high resolution pictures (300 dpi)
• Logo and contact details



**HALF PAGE
HORIZONTAL**
195mm(W) x 128mm(H)



**HALF PAGE
VERTICAL**
95mm(W) x 265mm(H)



**QUARTER
PAGE**
95mm(W) x 128mm(H)

Schedule

ARTWORK TO SET: Adverts that are to be set in house by MediaClash. A proof will be sent for approval.
FINISHED ARTWORK: High resolution print-ready artwork designed by the client.

ISSUE NUMBER	ARTWORK TO BE SET DEADLINE	FINISHED ARTWORK DEADLINE	DISTRIBUTION START DATE
461	29/12/21	31/12/21	14/01/22
462	12/01/22	14/01/22	28/01/22
463	26/01/22	28/01/22	11/02/22
464	09/02/22	11/02/22	25/02/22
465	23/02/22	25/02/22	11/03/22
466	09/03/22	11/03/22	25/03/22
467	23/03/22	25/03/22	08/04/22
468	05/04/22	07/04/22	22/04/22
469	20/04/22	22/04/22	06/05/22
470	04/05/22	06/05/22	20/05/22
471	16/05/22	18/05/22	01/06/22
472	01/06/22	03/06/22	17/06/22
473	15/06/22	17/06/22	01/07/22

ISSUE NUMBER	ARTWORK TO BE SET DEADLINE	FINISHED ARTWORK DEADLINE	DISTRIBUTION START DATE
474	29/06/22	01/07/22	15/07/22
475	13/07/22	15/07/22	29/07/22
476	27/07/22	29/07/22	12/08/22
477	10/08/22	12/08/22	26/08/22
478	24/08/22	26/08/22	09/09/22
479	07/09/22	09/09/22	23/09/22
480	21/09/22	23/09/22	07/10/22
481	05/10/22	07/10/22	21/10/22
482	19/10/22	21/10/22	04/11/22
483	02/11/22	04/11/22	18/11/22
484	16/11/22	18/11/22	02/12/22
485	23/11/22	25/11/22	16/12/22
486	07/12/22	09/12/22	30/12/22

ISSUE NUMBER	ARTWORK TO BE SET DEADLINE	FINISHED ARTWORK DEADLINE	DISTRIBUTION START DATE
487	28/12/22	30/12/22	13/01/23
488	11/01/23	13/01/23	27/01/23
489	25/01/23	27/01/23	10/02/23
490	08/02/23	10/02/23	24/02/23
491	22/02/23	24/02/23	10/03/23
492	08/03/23	10/03/23	24/03/23
493	22/03/23	24/03/23	07/04/23
494	05/04/23	07/04/23	21/04/23
495	19/04/23	21/04/23	05/05/23
496	03/05/23	05/05/23	19/05/23
497	17/05/23	19/05/23	02/06/23
498	31/05/23	02/06/23	16/06/23
499	14/06/23	16/06/23	30/06/23