

## 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.

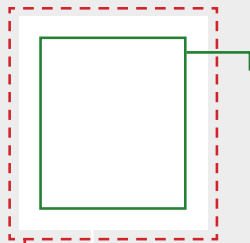
### WE DO NOT ACCEPT

- ✗ 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

#### MEET THE...

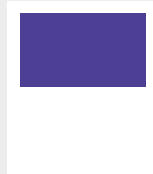
Single Slot – Please supply:

- Text between 150–190 words
- High Resolution headshot (300dpi)

Double Slot –Please supply:

- Text between 250–300 words
- High Resolution headshot (300dpi)

Questions will be sent directly by the sales manager



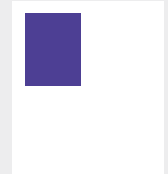
**HALF PAGE HORIZONTAL**

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
506	27/12/23	29/12/23	12/01/24
507	17/01/24	19/01/24	02/02/24
508	07/02/24	09/02/24	23/02/24
509	28/02/24	01/03/24	15/03/24
510	20/03/24	22/03/24	05/04/24
511	10/04/24	12/04/24	26/04/24
512	01/05/24	03/05/24	17/05/24
513	22/05/24	24/05/24	07/06/24
514	12/06/24	14/06/24	28/06/24
515	03/07/24	05/07/24	19/07/24
516	24/07/24	26/07/24	09/08/24
517	14/08/24	16/08/24	30/08/24

ISSUE NUMBER	ARTWORK TO BE SET DEADLINE	FINISHED ARTWORK DEADLINE	DISTRIBUTION START DATE
518	04/09/24	06/09/24	20/09/24
519	25/09/24	27/09/24	11/10/24
520	16/10/24	18/10/24	01/11/24
521	06/11/24	08/11/24	22/11/24
522	20/11/24	22/11/24	13/12/24
523	04/12/24	06/12/24	03/01/25
524	08/01/25	10/01/25	24/01/25
525	29/01/25	31/01/25	14/02/25
526	19/02/25	21/02/25	07/03/25
527	12/03/25	14/03/25	28/03/25
528	02/04/25	04/04/25	18/04/25
529	23/04/25	25/04/25	09/05/25

ISSUE NUMBER	ARTWORK TO BE SET DEADLINE	FINISHED ARTWORK DEADLINE	DISTRIBUTION START DATE
530	14/05/25	16/05/25	30/05/25
531	04/06/25	06/06/25	20/06/25
532	25/06/25	27/06/25	11/07/25
533	16/07/25	18/07/25	01/08/25
534	06/08/25	08/08/25	22/08/25
535	27/08/25	29/08/25	12/09/25
536	17/09/25	19/09/25	03/10/25
537	08/10/25	10/10/25	24/10/25
538	29/10/25	31/10/25	14/11/25
539	19/11/25	21/11/25	05/12/25
540	10/12/25	12/12/25	26/12/25