

ESSENTIAL HOSPITAL HEALTH WATCH GUIDE

THE INFORMATIVE GUIDE
SERVING THE LOCAL
COMMUNITY

Featured in this Issue

Stress

Obesity

Community Care

Stop Smoking

St. John Ambulance

Healthy Eating

Motability

Lose Weight

Understanding Diabetes

Back Pain

2021/2022
MEDIA PACK

www.healthwatchguide.co.uk



PRODUCTION INFORMATION



- A4 Gloss Publication
- Glossy art cover 170 gsm
- Glossy inner pages 100 gsm
- Saddle stitched cover

Mechanical Requirements

Trim Size: 105mm wide by 148mm Height;
Bleed: 3mm on all sides; Bleed Safety: Keep all live matter 10mm from the trim size on all four sides; Gutters: Live matter should be held 10-15mm from each side of the gutter.

Website link Details

The url must be in the following format:

1. Full url (without http://), for example: www.danslenoir.com
2. URL must be text and not a graphic image created in Adobe Photoshop, Adobe Illustrator or similar.

Advert Dimensions:

Size		Height x Width
A	Eighth Page	66mm x 87mm
B	Quarter Page	136mm x 87mm
C	Half Page	136mm x 178mm
D	Full Page (Plus bleed, please add 3mm on all sides)	297mm x 210mm
Type Area		277mm x 190 mm
E	Double-Page-Spread (Plus bleed, please add 3mm on all sides)	2797mm x 420mm

Gatefolds and insertions are available upon request

Supplying Artwork

The following can be accepted:

1. High Resolution, Print-quality PDF (Note: with Registration set to OFF)
2. QuarkXpress (v.5 or 6) Document (Note: save in a 'single language format', DO NOT save as 'Passport Version')
3. Adobe Illustrator (v.10 or CS) EPS file (NB: all fonts and graphics must be embedded)

IMPORTANT

- * All images supplied must be in 300dpi+ and saved as CMYK files (not RGB).
- * TIFF files must be saved with no compression.
- * Save Photoshop EPS images as: (Preview) Macintosh – 8 bits/pixel (Encoding) Binary with NO options checked.

Production:

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Introduction

We are delighted that you are considering to advertise in this award winning website and guide. Please take the time to read through this document carefully, it contains all the relevant information you require to create the correct print ready artwork. Should you require any additional details, email us at: irene@macromediauk.com

Online Presence

Our widely promoted fully interactive website www.healthwatchguide.co.uk is constantly updated by our in house webmasters. It contains important articles from many prominent authors.

Among its many features are: Healthcare TV (This is where a wide range of topical videos are hosted, which we welcome from both our advertisers and relevant authorities alike), NHS updates, Charity Helplines, a Blog sector, our latest campaigns and of course a host of our relevant advertisers.

File Information

File Format

We prefer PDF/X-1a file format, which is a globally agreed file format for the print industry. PDF/X-1a files can be created using Adobe Distiller or directly from Adobe InDesign. Please note, we also accept Quark, InDesign, EPS, Photoshop or image files.

PDF Specifications

- The PDF must be a PDF/X-1a only (Quark, InDesign, EPS, Photoshop or image files may be accepted by prior arrangement)
- The PDF must be compatible with Acrobat 4 (PDF 1.3)
- A PDF file shall be compliant to the ISO PDF/X-1a:2001 standard as defined by ISO 15930-1
- The number of pages in a PDF file must be exactly one.
- Right-reading, portrait mode, 100% size, no rotations.
- Include standard trim and registration marks 3mm outside trim.
- The PDF file must not use layers.
- Files must not contain any transparent elements.
- All PDF files must be pre-flight checked prior to submission.

Cont/...

File Information Cont...

Images

- All high-resolution images must be embedded.
- Images must be CMYK, TIFF, EPS or JPEG with a resolution between 300 and 450dpi. If using JPEG compression please ensure that the highest quality setting is used.
- Resolution of 1-bit images (either regular images or image masks) should not be below 550dpi.
- Total Area Coverage (TAC) of elements on a page should not exceed 310%.
- Four colour CMYK file only. No spot colours.
- OPI (Open Pre-press Interface) comments are not acceptable within the PDF file.
- The PDF file should not include any trapping. Trapping will be applied by the printer.

Fonts

- All fonts must be embedded and all embedded fonts must be subsetted.
- Type 1 fonts only. Multiple Master and True Type fonts must not be used.
- A PDF file must not contain white text set to overprint.
- The file must not contain black text smaller than 12 points that is set to knockout.
- The file should not contain text that is smaller than 5 points or text that is smaller than 9 points and coloured with more than 2 colour separations.
- The PDF file must not contain annotations that are set to print.

It is the file creator's responsibility to ensure that overprint settings with the file are correct. The printer will honour whatever overprint settings are included in the file and black will overprint or knockout depending on what the instruction is. Some proofing systems do not reliably show overprint, therefore we cannot be held responsible for an incorrect print despite any proofing that we may decide to carry out.

Colour Profile

The output intent profile of the PDF/X-1a file should be ISOcoated_v2_300_eci.icc. The file is available upon request.

Colour Proofs

A contract colour proof must be supplied with each file, even if you have submitted the artwork electronically.

File Submission

File Submission

Artwork can be supplied:

- On a CD
- Via email (maximum 8MB)
- Uploaded to our FTP site (FTP details available upon request)
- Uploaded to your FTP site if you provide access instructions
- Uploaded to a free file transfer website, for example www.yousendit.com

Regions

There are 85 areas are covered within the following Regions, please enquire for details.

REGIONS:

- GREATER LONDON
- SOUTH WEST ENGLAND REGION
- MIDLANDS REGION
- SOUTH EAST ENGLAND
- NORTH WEST ENGLAND REGION
- NORTH EAST ENGLAND REGION
- SCOTLAND
- WALES REGION
- **Northern Ireland** (Classed as Area not Region)

ADVERTISING RATES

Each edition has 3 print runs.

Rates below include:

- Advert & Link inclusion on our website www.healthwatchguide.co.uk
- Editorial & Feature inclusion will be given consideration upon request.
- The opportunity to change your copy in any print run, subject to deadlines.
- Front Cover Magnet position available (P.O.A.)

AREA ADVERTISING

	£
Eighth Page	495
Quarter Page	695
Half Page	895
Full Page	1,195
Double Page Spread	2,100
Inside Front Cover	1,650
Inside Back Cover Including	1,650
Outside Back Cover including	1,650
SELECTED REGION ADVERTISING	Above Rates X 2.2

Additional Regions x 40% discount

N.B. Northern Ireland charged at Area Rate not Region Rate

Gatefolds and insertions are available upon request

N.B. Special discounted rates are available for:

- Multiple Area & Regional advertising
- Registered Charities

please ask for further details

Premium Positions:

Guaranteed Positions and non quoted sizes: add 10%

Front Cover opportunities and sponsorships available, ask for further details

QR Code



Advertisers now have the opportunity of including a QR Code as the one above, on all advertising, allowing all smartphone users direct access to your chosen link.

Front Cover Magnet:

We are also able to include a QR Code alongside a front cover magnet, as well as indicating the page of your advertisement.

The information input on the QR Code can be scanned for access to any of the following:

A. Chosen Web page (URL)

B. Email Us

C. Phone Us

D. Send SMS