

Woman, Mother & Baby

Dedicated to your wellbeing

in association with
breast cancer care

2021/2022
MEDIA PACK

Depression
During Pregnancy

**Breastfeeding
Strategies for Success**

Your Fertility Options

10 Steps
To Losing Weight

**Eating Right
when pregnant**



Introduction

We are delighted that you have chosen to advertise in this informative publication. 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

Specifications

Title: Woman, Mother & Baby

Custom Style Magazine.



	Trim Width x Height	Type Area/Safety Width x Height	Bleed Width x Height
Double Page Spread	400mm x 260mm	380*mm x 240mm	406mm x 266mm
Single Page	200mm x 260mm	170mm x 240mm	206mm x 266mm
Half Page Horizontal (with Bleed)	200mm x 125mm	170mm x 105mm	206mm x 131mm
Double Page Spread	-	170mm x 115mm	-

* Include a gutter allowance of at least 15mm either side of centre.

File Information

File Format

We accept 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 do NOT 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.

File Information Cont/.

- 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.

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)

File Submission Cont/.

- 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

Contact Details

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Profile

Delivering expert advice from leading medical professionals, Woman, Mother & Baby has a trustworthy relationship with its readers, ensuring that readers can rely on the advice given in the same way that they would their own doctor's advice.

Woman, Mother & Baby sets out to educate readers in an experts yet informal fashion, thus increasing readers' awareness of the changing health issues.

Reaching over a million readers, Woman, Mother & Baby provides the most effective way of delivering your marketing to a dedicated audience.

Available at selected hypermarkets, supermarkets, health surgeries, clinics, health clubs, children centres & libraries. Woman, Mother & Baby ensures that your marketing message will be seen by your target market again and again.

Contact

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