

# Technical Data

## Preferred Electronic Format:

- High resolution PDF: 300 dpi minimum
- CMYK format (No Spot or Pantone)
- 3mm bleed (required)
- Press-/Print-Optimized—all fonts embedded/all graphics hi-res and linked properly

## Standard Formats



Double page spread

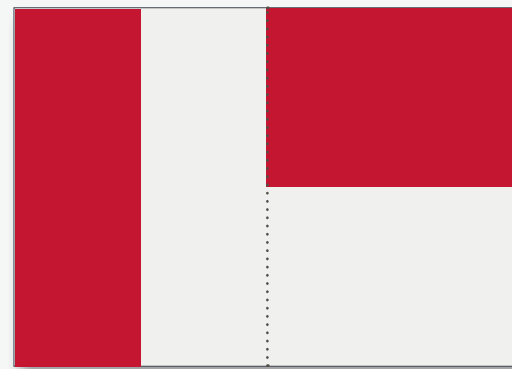
- 297mm x 420mm



Full page

Outside back, Inside front, or Inside back cover, Inside (Normal)

- 297mm x 210mm



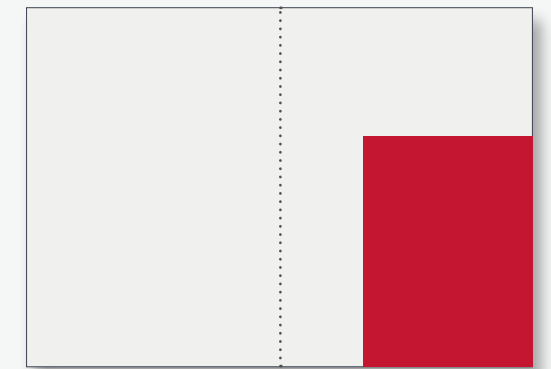
Half page

- Horizontal: 148mm x 210mm
- Vertical: 297mm x 105mm



Quarter page

- Horizontal: 74mm x 190mm
- Vertical: 135mm x 92mm

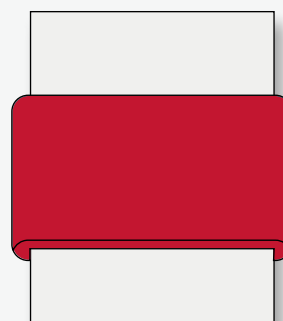


Half page island

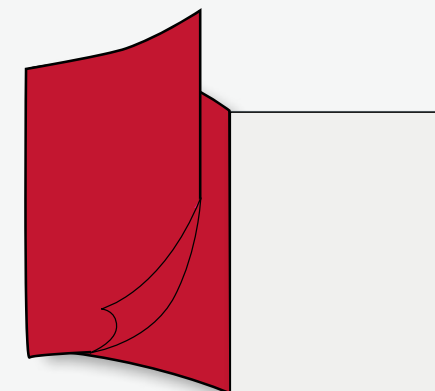
- 190mm x 140mm

## Other Formats

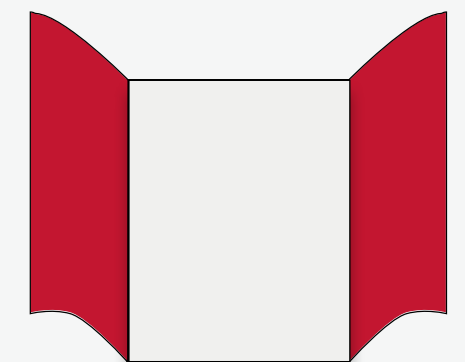
Other unique types of advertising are also available including using flyers, stickers, or adding a Barn door, a Belly wrap or a Gatefold. Prices differ depending on size and distribution – contact us for an individual quote.



Belly Wrap



Gatefold



Barn Door

# Quick Reference: Ad Dimensions



Comprehensive size guide for all magazine advertisement formats

Standard Page Formats					
Format	Orientation / type	Bleed size (Height x Width)	Trim size (Height x Width)	Type area (Height x Width)	
Double Page Spread	N/A	303mm x 426mm	297mm x 420mm	277mm x 400mm	
Full Page	N/A	303mm x 216mm	297mm x 210mm	277mm x 190mm	

Fractional Page Formats					
Format	Orientation / type	Bleed size (Height x Width)	Trim size (Height x Width)	Type area (Height x Width)	
Half Page	Horizontal	154mm x 216mm	148mm x 210mm	128mm x 190mm	
	Vertical	303mm x 111mm	297mm x 105mm	277mm x 85mm	
Half Page Island	Vertical	196mm x 146mm	190mm x 140mm	170mm x 120mm	
Quarter Page	Horizontal	82mm x 214mm	74mm x 210mm	54mm x 190mm	
	Vertical	152mm x 111mm	148mm x 105mm	128mm x 95mm	

## Other Formats:

Other advertising formats (flyers, stickers, or Barn door, Belly wrap or Gatefold) Prices differ depending on size and distribution – contact us for an individual quote.

## Cancellation policy:

One month prior to publication date

# Digital Advertising Specifications

Technical specifications for all website and newsletter advertising formats

## Website Display Advertisements

Format	Variant	Desktop (px)	Mobile (px)	Max File Size	Accepted Formats
Header Banner	Leaderboard	728 × 90	320 × 100	150 KB	PNG, JPG, GIF
Homepage Mid-Page	Square	600 × 600 (retina)	320 × 250	500 KB	PNG, JPG, GIF
	Landscape	800 × 400 (retina)	320 × 250	500 KB	PNG, JPG, GIF
	Portrait	400 × 800 (retina)	320 × 250	500 KB	PNG, JPG, GIF
In-Article Feed	Centred Banner	600 × 120	320 × 100	150 KB	PNG, JPG, GIF
	Full-Width Strip	1200 × 96	640 × 96	150 KB	PNG, JPG, GIF

**Retina uploads:** Retina-resolution images (2×) are recommended for Homepage Mid-Page to ensure sharpness on high-density displays. Lower-resolution uploads are accepted. A separate mobile creative (320 × 250 px) is required for app display.

## Newsletter Advertisements

Format	Dimensions (px)	Aspect Ratio	Max File Size	Accepted Formats
Standard Banner	600 × 100	6 : 1	100 KB	PNG, JPG only
Display Banner	600 × 200	3 : 1	150 KB	PNG, JPG only
Banner (Campaign)	600 × 150	4 : 1	150 KB	PNG, JPG, GIF
Native Card (Campaign)	400 × 300	4 : 3	150 KB	PNG, JPG, GIF

**Email compatibility:** Newsletter ads render inside HTML email at a fixed 600 px width. Use email-safe formats only (PNG/JPG). GIF supported in campaign placements only. SVG not supported. **Copy fields:** Headline (max 60 chars), body copy (max 200 chars), CTA button (max 20 chars), destination URL. Position preference: top, middle, or bottom.

# Content, Video & File Reference

Sponsored Content & Media		Sponsored Article Assets	
Specification	Requirement	Element	Specification
<b>Featured / Cover Image</b>		Cover image	1200 × 600 px (PNG, JPG, WebP)
Dimensions	1200 × 600 px	Supporting images	Up to 10 images per article
Aspect ratio	2 : 1	Content source	Sponsor-provided or CM-written
Max file size	2 MB	Placement	Online, print, or both
Formats	PNG, JPG, WebP	Word count (reports)	2,000 – 12,000 words
<b>Video Thumbnail</b>		<b>Display Ad Copy Fields</b>	
Dimensions	1920 × 1080 px	<b>Field</b>	<b>Limit</b>
Aspect ratio	16 : 9	Headline	50 characters max
Max file size	2 MB	CTA button text	20 characters max
Formats	PNG, JPG, WebP	Destination URL	Required
<b>Video File</b>			
Max duration	30 seconds		
Max file size	100 MB		
Formats	MP4, WebM		
Landing URL	Required		

## Complete Format Summary

Channel	Format	Dimensions	Max Size	File Formats	Notes
Website	Header Banner	728 × 90 / 320 × 100	150 KB	PNG, JPG, GIF	Desktop / Mobile
	Homepage Mid (Square)	600 × 600	500 KB	PNG, JPG, GIF	Retina recommended
	Homepage Mid (Landscape)	800 × 400	500 KB	PNG, JPG, GIF	2 : 1 ratio
	Homepage Mid (Portrait)	400 × 800	500 KB	PNG, JPG, GIF	1 : 2 ratio
	In-Article Centred Banner	600 × 120 / 320 × 100	150 KB	PNG, JPG, GIF	Desktop / Mobile
	In-Article Full-Width Strip	1200 × 96 / 640 × 96	150 KB	PNG, JPG, GIF	Desktop / Mobile
Newsletter	Standard Banner	600 × 100	100 KB	PNG, JPG	Email-safe only
	Display Banner	600 × 200	150 KB	PNG, JPG	Email-safe only
	Campaign Banner	600 × 150	150 KB	PNG, JPG, GIF	4 : 1 ratio
	Native Card	400 × 300	150 KB	PNG, JPG, GIF	4 : 3 ratio
Video	Thumbnail	1920 × 1080	2 MB	PNG, JPG, WebP	16 : 9
	Video File	—	100 MB	MP4, WebM	Max 30 seconds
Content	Featured Image	1200 × 600	2 MB	PNG, JPG, WebP	2 : 1 ratio
Print	All print formats	See pages 1–2	50 MB	PDF, TIFF	300 dpi, CMYK, 3 mm bleed