

Observer Magazine Print Supply Specifications

Publication Day: Sunday

Copy Deadlines (three sections):

Early: 4pm Friday 9 days prior to publication. **Late:** 4pm Monday 6 days prior to publication.

Classified: 4pm Thursday 10 days prior to publication.

Subjects Covered: General interest/Fashion/Lifestyle

Column Measures (Height x Width mm):

- DPS Bleed: 281 x 423
- Half DPS Bleed: 142 x 423
- Half Horizontal Bleed: 142 x 216
- DPS Trim: 271 x 413
- Half DPS Trim: 132 x 413
- Half Horizontal Trim: 132 x 206
- DPS Type: 250 x 394
- Half DPS Type: 120 x 394
- Half Horizontal Type: 120 x 187
- Page Bleed: 281 x 216
- Half Vertical Bleed: 281 x 112
- Quarter page (type only): 120 x 92
- Page Trim: 271 x 206
- Half Vertical Trim: 271 x 102
- Page Type: 250 x 187
- Half Vertical Type: 250 x 92

Classified Column Widths (Type only – no bleed)

1. 30mm. **2.** 63mm. **3.** 95mm. **4.** 128mm. **5.** 161mm. **6.** 193mm. Maximum page height is 240mm.

NOTE: Ads should only ever be supplied as Bleed or Type size. Trim size is given only as a guide to the physical dimensions of the finished page. Ads supplied to trim would be vulnerable to over/under trimming, possibly causing poor results and may also be refused by our printsites. With this in mind bleed ads should not be supplied with any essential material closer than 5mm to the inside of the trim. Please contact us if you require any clarification on this subject.

Methods Of Delivery (Colour)

Quickcut Pagestore*. There are various ways of supplying colour copy via Quickcut.:

- Direct using your own Pagestore Software
- Via a Guardian recommended bureau as below
- Via a bureau/agency of your own choosing who have Quickcut software
- Preferred/Approved Supplier (See list below)

Vio Adsend

- Via Web interface: <http://www.adsend.com>

Methods Of Delivery (Mono)

- Printsure (Free, but requires account set-up: speak to your sales contact for details)
- Quickcut Pagestore*
- Vio AdSend via Web interface: <http://www.adsend.com>
- Guardian Preferred/Approved Supplier or Bureau (See list below)
- Via a bureau/agency of your own choosing with either Quickcut Pagestore or a Guardian Printsure account
- Setting: We can set your advert using supplied text and artwork for a small production charge
- Spot Colour ads can be created for you from a choice of set house colours for a small production charge

Preferred/Approved Suppliers:

ADTEC: 14 Rosebery Avenue, London EC1R 4TD, 020 7837 6714

ASSET GRAPHICS: Jury House, 34-43 Russell Street, London WC2B 5HA, 020 7379 1999

COLOUR SYSTEMS S1: 90-92 Pentonville Rd, London N1 9HS, 020 7520 8790

E-Graphics: 76-80 Whitfield Street, London W1T 4EZ, 020 7019 0019

EURO RSCG: Cupola House, 15 Alfred Place, London. WC1E 7EB, 020 7240 4111

FLUID: 12 National Trading Estate, Bramhall Moor Lane, 0161 487 3423

HUB PLUS: 16 Bishops Bridge Road, Paddington W2 68A, 020 7863 9400

KEENE: 7 Curtain Road, London, EC2A 3LT. 020 7655 8250

McCANN ERIKSON: Bonis Hall, Prestbury, Cheshire. SK10 4EF, 01625 822200

THE NETWORK: 87-89 Cleveland Street, London W1T 6PJ, 020 7291 4700

RADIUS LONDON Ltd: 50 Featherstone Street, London, EC1Y 8RT, 020 8850 7017

SCHAWK: St. Mark's House, Shepherdess Walk, London N1 7LH, 020 7861 7777

SPLASH: Paramount Buildings, 206-212 St John Street, London EC1V 4JY. 020 7324 1420

TAG: 29 Clerkenwell Road, London EC1M 5TA, 020 7251 4571

TAPESTRY MM: 51-52 Frith Street, London, W1D 4SH, 020 7896 3000

TRUCOLOUR: Warwick Building, Kensington Village, Avonmore Road, London W14 8HQ, 020 7071 1850

VISUAL ASPECTS: 18 Leather Lane, London EC1N 7SU, 020 7404 1290

Guardian recommended Bureaux:

Madison Bell 020 7517 9940 | Bates Tavner 020 7481 2000 | Colour Systems S1 020 7520 8790

Asterisk 020 7928 3233 | Ads4Press 01892 616610

Note: Preferred and Approved suppliers have all appropriate Guardian/Observer colour spec and proofing hardware and can supply a full repro service including printed contract proofs. Bureaux will handle and forward your copy via our preferred methods but usually without a repro service or printed proofs.

Further Specifications for other Guardian and Observer products can be found on our website:

<http://www.adinfo-guardian.co.uk/general/how-to-advertise/index.shtml>

Production Contacts

Copy supply: 020 3353 2191

Copy mail: advertising.copy@guardian.co.uk

* *Quickcut can be contacted on 020 7539 8400 or <http://www.adstream.com/case%2Dstudies/production/>*