



A4 Advertising information

Three important area to consider when producing your artwork

- Bleed size (216mm x 303mm)**
- Page size (210mm x 297mm)**
- Mechanical page size (190mm x 277mm)**

When providing artwork for an advert which is to fill the page without a margin or white border, the background graphics or colours need to be the bleed size (216 x 303) it is also important to make sure that important text and graphics appear within or as close as possible to the Mechanical page size (190 x 277)

Pages in the centre of all magazines are shorter than the actual page size, by the thickness of the spine of the publication this can be around 3mm

Keeping important information within this area is the only way we can guarantee that nothing is lost in the production process

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