



Advertising Specs

For the Potato Group of Magazines



Important Technical Data

OCTOBER 2010

PLEASE READ THIS BEFORE YOU SEND ANY ADVERT TO US:

PLEASE DO NOT SEND US:

Microsoft Word, Publisher & Powerpoint files. Adverts & Graphics/Pictures supplied in these are of no use to us for editing & printing purposes.

ALL OUR MAGAZINE'S ARE PRODUCED BY THE CTP PROCESS,
WE DO NOT ACCEPT FILM.

PLEASE SUPPLY YOUR ADVERT AS ONE OF THESE FORMATS:

ALL IMAGES: must be at least 300dpi to ensure quality printing.

COLOUR: CMYK = (Cyan, Magenta, Yellow, Black) Process colour.

Please send us a Colour guide print! Specific Pantone colours can be requested subject to Printer's ink & setup charge, please ask for quote.

FILES: must be 300dpi = pdf, eps, tif, (and High Res jpg's)

PDF's - Print optimise PDF's, embed Fonts / Pictures - **Then post a printed colour guide to us!**

SOFTWARE (WE HAVE): Photoshop CS3 (10.0), Quark 8.0, Quark 5.0

Old Software: Illustrator 9.0, Coreldraw 10.0, Pagemaker 6.5, Indesign 1.5

COMPRESSED FILES: .zip, .sit, .sitx).

DISKS: CD, DVD

HUMYO ACCOUNT: Go to: www.humyo.com then enter the **username:** production@crier.co.uk & **password:** bakery - you can then upload your advert

BAKERY MAGAZINES ADVERTISING DATA

Bleed
(extra 3mm that is needed to ensure no white shows)

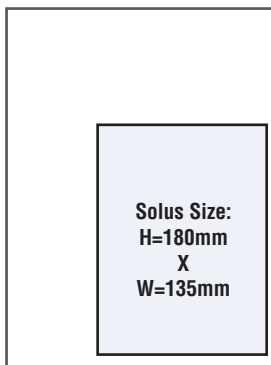
Actual Page (A4)

Whole Page

Bleed Ad: H=303mm x W=216mm

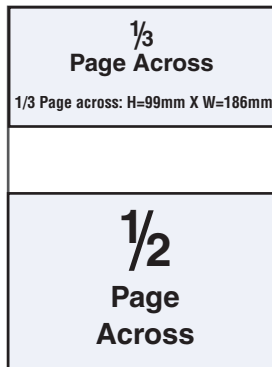
Actual Page/Ad Size (A4): H=297 x W=210 mm

No bleed: H=270mm X W=186 mm



Solus Size:
H=180mm
X
W=135mm

Solus (Junior) Page



1/3 Page Across

1/3 Page across: H=99mm X W=186mm

1/2 Page Across

Bleed advert: H=148 X W=216mm

Actual Advert Size: H=145mm X W=210mm

No Bleed: H=130mm X W=186 mm

IMPORTANT: MATCHING YOUR ADVERT COLOURS

We know your company colours and logo colours are important to your brand image. To ensure our printers get those colours exactly as you see them please have your design agency create a high quality colourproof (Cromalin/Matchproof) which you can check first, once your happy please post the guide to us to send to our printer so they can see the desired result.

IF YOU DO NOT SEND A COLOURGUIDE WE CANNOT GUARANTEE YOUR COLOURS

CRIER MEDIA GROUP

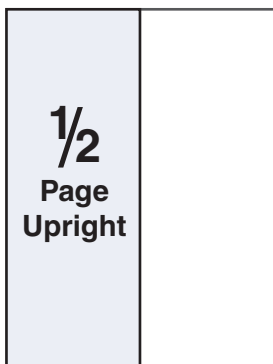
First Floor Offices,
1-3 Station Rd East, Oxted,
Surrey, RH8 0BD. (U.K.)
Tel: 00 44 1883 734582
Fax: 00 44 1883 713640
www.potatobusiness.com

Advertising Sales:

Ivana Hromin
email: ivana@crier.hr
Tel: 00 385 148 55229

Production:
Robert Goldring
email: prod@crier.co.uk

Double Page Spread (DPS)
Please see our DPS PDF with full information on gutter requirements

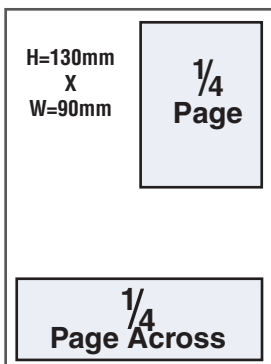


1/2 Page Upright

Bleed advert: H= 303mm X 103mm

Actual advert Size (A4): H=297 x W=100 mm

No Bleed: H=270mm X W=90mm



H=130mm
X
W=90mm

1/4 Page

1/4 Page Across

1/4 Page across: H=65 X W=186mm

1/3 Page across: H=90 X W=186mm



Frontcover Advert

300 x 213mm ALSO APPLIES TO POTATO STORAGE INT.

Email your Advert

Email Adverts to: production@crier.co.uk

Why not save yourself Time & Money by emailing us your advert direct! Send adverts as: pdf or tif files

We have a ADSL Broadband email connection so you can get your advert to us even quicker than ISDN (You can send Adverts up to 20meg!)

PLEASE REMEMBER TO SEND US A COLOUR GUIDE IN THE POST SO THAT OUR PRINTERS CAN MATCH YOUR COMPANY COLOURS!