

# The View

Advertising within The View is only by invitation or by referral. For further information, please contact us before submitting you ad or any artwork.

**Advertise from just £800**  
***Reach over 25,000 readers / Nationwide Advertising / No contract required / No penalty for cancellation***

To make it easy we have four standard sizes of adverts that you can choose from

## Full Page

- **Inside Front Cover and Inside Back Cover**  
suitable for legal notices or advertising by larger firms and charities  
£1998.44 - (per insertion, 5% discount for each consecutive insertion)
- **Inside Content Pages**  
£1200 Full Page  
(book 4 insertions with 20% off)
- **Half Page Horizontal or Vertical placement**
- **£800** Half Page  
(book 4 insertions with 20% off)

5% discount for every subsequent insertion

*\*\*prices shown are per insertion*

Ready to book? For full details please call or email:

[hello@theviewmag.org.uk](mailto:hello@theviewmag.org.uk) or call us on 07404 778 155

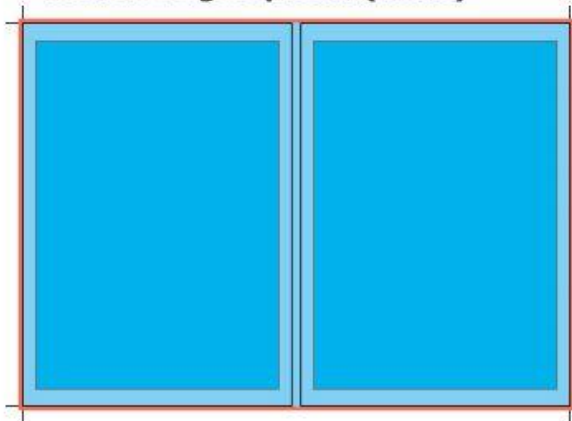
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## A4 Basic Print Specifications and Advert Sizes



- All files should be in Adobe Portable Document Format (PDF) version 1.3, preferred PDF files from QuarkXPress or InDesign using Pass4Press PDF settings.
- All transparency and layers flattened.
- Magazine settings differ from the Newsprint settings in just four areas . . . Transparency Flattener is 2400 and 600; Images, 300 dpi for contones and a minimum 600 dpi (max. 1200) for lineart; Total Ink Limit in images is 300%.
- Fonts should be embedded/subset and should be PostScript Type1, TrueType or OpenType
- CMYK Colour only (No spot / Pantone colour or RGB colour)
- Magazine image resolution 300dpi
- Magazine TAC 300%, the use of ISOcoated\_v2\_300\_eci.icc is recommended.
- Neither custom transfer functions nor custom halftones should be used
- Crop, Bleed and Trim marks must not be used, unless it is for a full page advert or double page spread.
- When creating a double page spread, please keep all important information 20mm from the centre-line due to binding.
- N.b. If the full page advert or double page spread could be mistaken for editorial, it has to state 'PROMOTIONAL FEATURE' on the top of the advert.

### Double Page Spread (28x8)



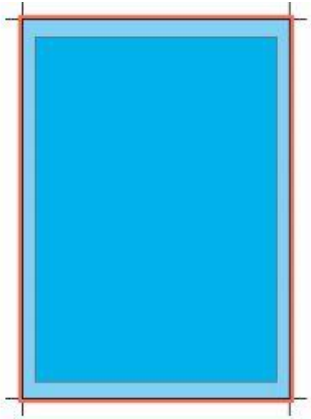
Size Type: Trim, Bleed & Crops  
Bleed Details: 3mm on all sides  
Space Outside Trim: 10.0mm  
InDesign Offset: 4.7mm

	Height		Width
■ Trim Size:	297mm	x	420mm
■ Bleed Size:	303mm	x	426mm
■ Type Area:	270mm	x	400mm
■ PDF Size:	317mm	x	440mm

28x8 InDesign Template

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## FULL PAGE A4

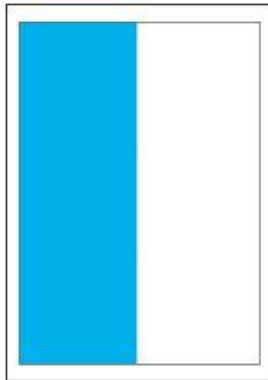


Size Type: Trim, Bleed & Crops  
Bleed Details: 3mm on all sides  
Space Outside Trim: 10.0mm  
InDesign Offset: 4.7mm

	Height		Width
■ Trim Size:	297mm	x	210mm
■ Bleed Size:	303mm	x	216mm
■ Type Area:	270mm	x	190mm
■ PDF Size:	317mm	x	230mm

28x4 InDesign Template

## Half Page Vertical (28x2)

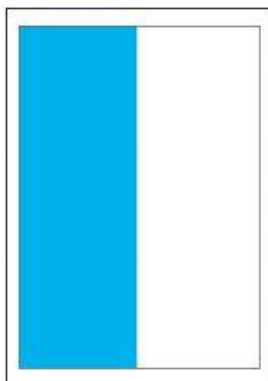


Size Type: Type Area Only  
Bleed Details: No Bleed  
Space Outside Trim: N/A  
InDesign Offset: N/A

	Height		Width
■ Trim Size:	270mm	x	93mm
■ Bleed Size:	None	x	None
■ Type Area:	270mm	x	93mm
■ PDF Size:	270mm	x	93mm

28x2 InDesign Template

## Half Page Vertical (28x2)



Size Type: Type Area Only  
Bleed Details: No Bleed  
Space Outside Trim: N/A  
InDesign Offset: N/A

	Height		Width
■ Trim Size:	270mm	x	93mm
■ Bleed Size:	None	x	None
■ Type Area:	270mm	x	93mm
■ PDF Size:	270mm	x	93mm

28x2 InDesign Template