

# BBC Worldwide Magazines Production Details

## Dr. Who

**\*\*\* All adverts must include the word 'ADVERTISEMENT' centred at the top of the advert, in font size no smaller than 10 points. Adverts which do not include this word will be rejected.\*\*\***

	Bleed	Trim	Type
DPS	308 x 448	300 x 440	280 x 420
Page	308 x 228	300 x 220	280 x 200
Half page horizontal	150 x 228	146 x 220	136 x 200
Half page vertical	308 x 107	300 x 106	280 x 93
Quarter page box	150 x 107	146 x 106	136 x 93
Quarter page strip (horiz)	75 x 228	71 x 220	61 x 200
Quarter page strip (vertical)	308 x 51	300 x 47	280 x 37

All dimensions in mm. Height is first measurement with width second.

The following specification details the requirement for a saddle stitched magazine printed by web offset and trimmed to 300 x 220mm. **Data must be supplied to the correct size and conform strictly to the Digital File specification.**

### File Transfer Methods

Our preferred method of supply is via Quickcut. If you are not already a Quickcut user, please call Quickcut on 020 7539 8400 or visit <http://www.qp5.com.au/demo.htm> Alternative methods of delivery are available. Please call your production contact for details.

### File format

Advertisements must be supplied as **PDF X1a-2001** files generated using professional PDF creation software and in accordance with the **Pass4Press v7** settings. For details visit [www.ppa.co.uk/pass4press/index.html](http://www.ppa.co.uk/pass4press/index.html) Ensure the **ISOWebcoated.icc** profile is set within your **PDF X1a-2001** file as the **output intent**. The profile can be downloaded from our web site: <http://www.bbcmagazines.com/ads/production.html>

- PDF files to be supplied as composite CMYK. If a spot colour is required, please contact the publisher.
- Files must be supplied as single pages.
- Please allow 3mm bleed all round. Trim marks must be included, offset by 9pt.
- Trim marks should be supplied to **trim size** and not type area.
- Live matter should be at least 5mm away from trim.
- All PDF pages must have the same document area offset. The paper width and paper height should be set to be 20mm bigger than the document trimmed size. Page position should be centred. This provides the 10mm border around the pages essential for the printer's imposition software.
- Files must contain all images in high resolution (300 dpi recommended), and in CMYK format.
- All fonts must be embedded.
- Files must be supplied as single pages with only one ad per file.
- Pages must be supplied upright and read left to right
- No password or security options should be allocated to the PDF settings
- Quark, InDesign and Acrobat Distiller settings can be viewed at <http://www.ppa.co.uk/pass4press/index.htm>

**Before sending your ad material,  
please ensure:**

- ✓ All images are high resolution (minimum of 300 dpi)
- ✓ All images are CMYK
- ✓ You include a hard-copy digital proof run from the file supplied in accordance with the ISOWebcoated.icc profile
- ✓ Your PDF has 3mm bleed and 10 mm all round to include registration marks – these should be offset by 9pt.

**Hard Copy Proofs**

Files **must** be accompanied by a digital proof, **generated from the file supplied at 100% of final size**. The **Fogra CMYK Media Wedge V2.0** should be included outside the page area reflecting the relevant output intent, **ISOWebcoated**. For details visit <http://www.fogra.org/mediawedge/> Proofs should be validated using the wedge and a proof control system and the approved sticker or full report attached.

**BBC Worldwide will not accept responsibility for any errors or colour inaccuracies that result due to the non-provision of a hard copy proof or the provision of a hard copy proof which does not conform to the specification.**

**File naming**

File names should include: Advertiser, Publication and Issue date.  
i.e. Kellogs\_Tween\_06032006  
= Advertiser:Kellogs, Publication:Tweenies, Issue date:06/03/2006

**Repeats**

**PDF's cannot be amended by BBC WW or printers. Adverts requiring amendments such as new key codes must be resupplied as a new PDF.**

**General Notes**

- All text to be a minimum of 10mm from the trim.
- No letters or words to be split over a double page spread.
- Thin lines, box rules, medium and small size typematter and detail should ideally be reproduced in one colour.
- Reverse lettering should be produced with a minimum of colour, using the dominant colour for the shape of the letter, and making lettering in subordinate colours slightly larger to reduce register problems.
- Minimum 6pt for standard fonts. Script and fine serif fonts 10pt. Minimum 10pt type, dominant colour for shape, secondary colours spread.

**Please send all copy instructions and proofs to Youth & Children's Magazine  
Production, Room A1070, BBC Worldwide Ltd, Woodlands, 80 Wood Lane, London  
W12 0TT. Switchboard tel 020 8433 2000**