threadneedle MEDIA

@THREADNEEDLEMEDIA

HEDGE

PRINT & ONLINE SPECIFICATIONS

Print specifications

General

REQUIREMENTS

- Artwork must be supplied as a high resolution PDF, we recommend following the PPA's pass4press guidelines
- All images must be embedded, at a minimum of 300dpi
- Only CMYK colours are allowed: no spot colours, no RGB, no LAB
- All fonts must be embedded
- Ink limit is 300%
- Artwork that includes transparency will be flattened, please ensure you preview the flattened output

- Extended guidelines and joboptions for PDF creation can be found under the **PPA's pass4press** section. (Mirrored on our site, linked right.)
- The recommended colour profiles specified below are available from the **ECI's website**. (Mirrored on our site, linked far-right.)
- Please follow all specifications carefully. While every effort is made to ensure that all advertisements are reproduced to the highest standard **Threadneedle Media** will not accept responsibility for the reproduction of advertisements that have been supplied without a colour accurate printed proof, nor can it when the PDF artwork has not been supplied to our specification.

Pass4press joboptions & flattener

threadneedlemedia.com/download/pass4press_v11-v2_cc_new_font_singles.pdf

CLICK HERE

threadneedlemedia.com/download/p4p_v11_idcc_pdfx1a.joboptions

CLICK HERE

Pass4press guidelines

threadneedlemedia.com/download/p4pv11_saved-flattener-presets.flst

CLICK HERE

Delivery

REQUIREMENTS

- Artwork should be delivered by email to **production@hedgemagazine.co.uk** or via web transfer.
- You must notify your account manager of delivery via email.

- For web transfers DropBox, Google Drive, OneDrive and WeTransfer are all acceptable.
- If you use WeTransfer please use our custom url to avoid uploads expiring **threadneedlemedia.wetransfer.com**
- For email delivery a maximum file size of 20MB applies.

production@hedgemagazine.co.uk

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Colour Profile

REQUIREMENTS

- Ink limit: **300%**
- Cover colour profile: **ISO Coated v2 300% (ECI)**
- Internal colour profile: **PSO Uncoated ISO12647**

- HEDGE uses uncoated paper stock internally and coated paper on its cover.

ISO Coated v2 300% ECI ICC profile

threadneedlemedia.com/download/isocoated_v2_300_eci.icc

CLICK HERE

PSO Uncoated ISO12647 ICC profile

threadneedlemedia.com/download/pso_uncoated_iso12647_bas.icc

CLICK HERE

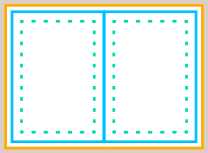
Layout applications

- Please use Adobe InDesign, Adobe Illustrator or Quark Xpress when preparing PDFs.
- Adobe Photoshop and Canva can't export reliable high quality print PDFs. If these are your only options please tell your account manager: we offer a basic layout service for a small fee. Send in any images, logos, and fonts, plus any text to be included.

Print specifications

Dimensions

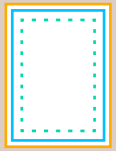
DOUBLE PAGE SPREAD



- Trim 460mm wide x 285mm high
- Bleed 466mm wide x 291mm high
- Text area 444mm wide x 269mm high

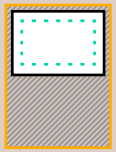
When supplying a DPS artwork allow a 6mm gutter / double image allowance (3mm per page). This allowance should be on the spine edge and within the trim width. A DPS should be supplied as two single pages, marked LHP and RHP

FULL PAGE



- Trim 230mm wide x 285mm high
- Bleed 236mm wide x 291mm high
- Text area 214mm wide x 269mm high

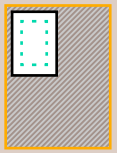
HALF PAGE



- Trim 207mm wide x 130.5mm high
- Bleed n/a
- Text area 197mm wide x 120.5mm high

No bleed is required as a white margin is included on all sides

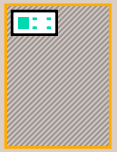
QUARTER PAGE



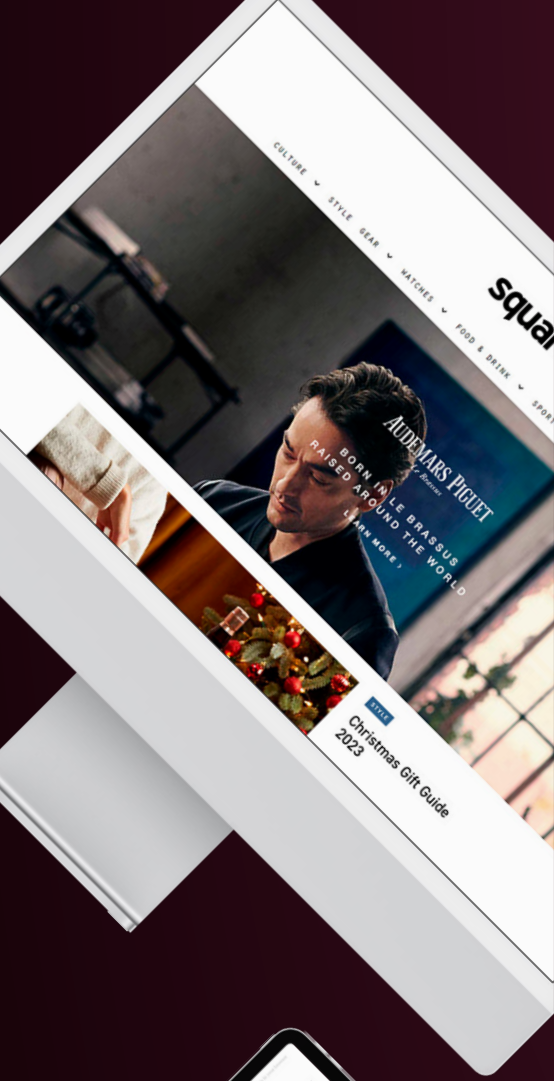
- Trim 90.5mm wide x 125.5mm high
- Bleed n/a
- Text area 80.5mm wide x 115.5mm high

No bleed is required as a white margin is included on all sides

ESSENTIALS



- There are 8 Essentials premium listings per page.
- Supply a high resolution image plus 50 words including contact details. Please contact the office for production. Final copy must conform to our style guidelines.



Online specifications

General

- Advertising packages may include online components. These are run on HEDGE's sister's site **squaremile.com** and its related platforms.

REQUIREMENTS

- Completed online artwork must be submitted at least a week before it is scheduled to ensure that it meets our specifications.

- JPG, PNG, HTML5 file formats accepted.
- For website artwork, the file size should be kept under 1MB (rich media may provide streamed content above this limit).
- For newsletter artwork, maximum file size is 300KB.
- We highly recommend keeping the file size even smaller where possible in order to ensure artwork has maximum exposure under restricted bandwidth conditions (eg. newsletters).
- Please note: campaigns not providing a full set of leaderboards and MPUs will be unable to reach our full audience across all devices.

Rich Media

- Any HTML5 artwork must have an initial/polite load size under 100k, and ideally progressively load on user interaction.
- Flash artwork is no longer supported. In some instances it can be converted to HTML5 using tools widely available on the web but you are required to test the output thoroughly before submission.
- Frame rate must be no more than 20fps.
- Ads must not loop more than three times or exceed a total of 30 seconds animation time.
- No host-initiated audio is permitted. Audio must be user-initiated by clicking within the banner and must contain clearly visible "Mute" and "Stop" functionality.
- Video can be host or user-initiated.

Colour

- RGB colour only
- Target sRGB IEC61966-2.1 for proofing

threadneedlemedia.wetransfer.com

CLICK HERE

production@squaremile.com

CLICK HERE

Delivery

REQUIREMENTS

- Static artwork should be delivered via our web portal, which will check for errors and provide a live preview. Your account manager will provide a unique link.
- For HTML5 assets please submit via email or web transfer.
- Once uploaded please by email your account manager and copy in **production@hedgemagazine.co.uk** to notify us for review.

- For web transfers DropBox, Google Drive, OneDrive and WeTransfer are all acceptable.
- If you use WeTransfer please use our custom url to avoid uploads expiring **threadneedlemedia.wetransfer.com**
- For email delivery a maximum file size of 20MB applies.
- Please contact your account manager to confirm receipt of artwork on +44 (0) 20 3970 0330.

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Squaremile.com specifications

Online campaigns

- We support HTML 5 animated and interactive artwork in most slots and PNG/JPG static artwork in all. See 'What to include' for details. No animated GIFs are allowed.
- Static artwork can support HiDPI displays. If you would like to take advantage of this feature, please provide artwork at both 1x and 2x of the dimensions below.

EPIC PARALLAX - SEE PAGE 6 FOR DETAILS

Backgrounds

- Large displays: 1920px wide x 1080px high
- Medium displays: 970px wide x 450px high

Billboards

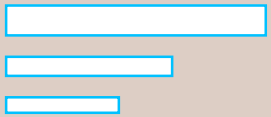
- Large displays: 970px wide x 250px high
- Medium displays: 728px wide x 250px high

All sizes must be included

LEADERBOARDS

- Large: 728px wide x 90px high
- Medium: 468px wide x 60px high
- Small: 320px wide x 50px high

All three sizes must be included



INTERSCROLLER - SEE PAGE 7 FOR DETAILS AND EXAMPLES

- Portrait: 720px wide x 1280px high
- Landscape: 1280px wide x 720px high

Both sizes must be included

HALF PAGE

- 300px wide x 600px high

DOUBLE MPU

- 300px wide x 500px high

MPU

- 300px wide x 250px high

Notes

- Static artwork may be compressed for performance optimisation.
- We recommend additional artwork variants of the MPUs for maximum impact.

What to include

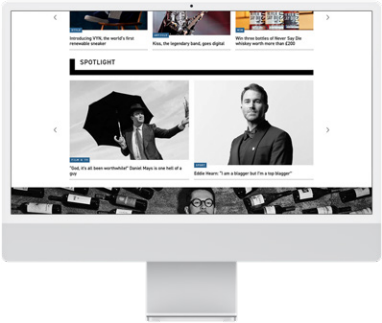
Assets

- Epic Parallax background - Large *
- Epic Parallax billboard - Large
- Epic Parallax background - Medium *
- Epic Parallax billboard - Medium
- Interscroller - Vertical *
- Interscroller - Horizontal *
- Leaderboard - Large
- Leaderboard - Medium
- Leaderboard - Small
- Half Page
- Double MPU
- MPU

** Static artwork only in this slot*

Click-through link

- Please include the destination URL



Epic Parallax artwork extended specifications

Responsive design

- The **Epic Parallax** artwork ad slots are designed to respond in order to display effectively on a range of screen sizes. It's important to test the template artwork with a range of different screen sizes to understand how the artwork behaves. Remember that most users will view your artwork on a handful of the most popular devices and screen sizes - so prioritize these.
- You should include artwork for:
  - Large displays: targeting mostly for desktop and larger laptop screens
  - Medium displays: targeting mostly tablet, phablet and small laptop screens

Parallax Scrolling

- The **Epic Parallax** artwork on **large displays** dynamically shifts the Background as the user scrolls, to give the illusion of depth and draw the eye naturally without being overtly intrusive to the browsing experience.
- It is particularly effective to have your Background's focal point off screen initially and then move into view as the user scrolls.

Normal scrolling

- On **medium displays**, dynamic scrolling of the Background is disabled to conserve battery life on mobile devices - so the Background and foreground Billboard move together.
- The artwork is responsive so the Background can be cropped depending on some screens and the portion obscured by the Billboard will differ.

DYNAMIC SCROLLING

Backgrounds:

- Large displays:
  1920px wide x 1080px high

Billboards:

- Large displays:
  970px wide x 250px high

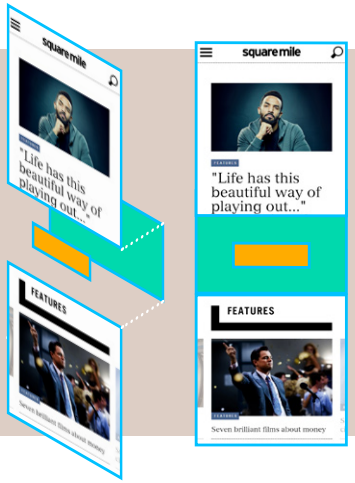
STATIC SCROLLING

Backgrounds:

- Medium displays:
  970px wide x 450px high

Billboards:

- Medium displays:
  728px wide x 250px high



Notes

- The billboard is always full viewable so CTAs should be placed on it.
- Billboards can include transparent elements. Use the PNG 24-bit format to enable this. Because they're transparent you don't have to cover the whole area with your CTA. Photographic billboards are better supplied as JPG files.

Example

- Please use this link to see how the template artwork displays on a variety of screens (copy and paste the link if the button is locked in your PDF reader)

squaremile.com/epic-parallax/example/ CLICK HERE

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Interscroller artwork extended specifications

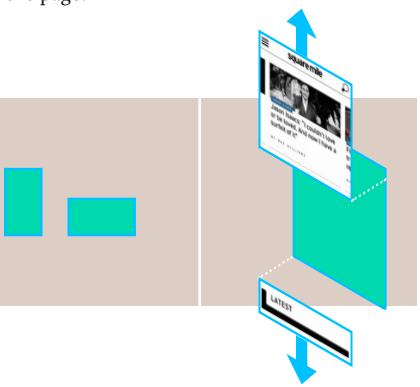
Responsive design

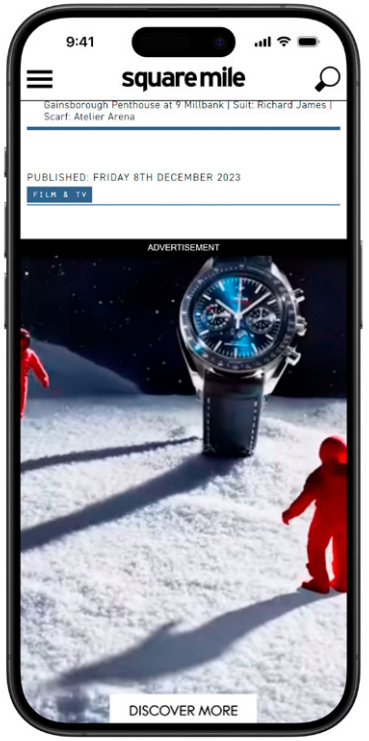
- Our Interscroller slot provides an engaging, impactful ad solution across any mobile device and orientation by fixing the ad in place behind the editorial content, which the user views through a portal as they scroll the page.

INTERSCROLLER

- Portrait: 720px wide x 1280px high
- Landscape: 1280px wide x 720px high

Both sizes must be included





Example

- Please use this link to see how the template artwork displays on a variety of screens - view it on a mobile-sized screen to view the interscroller (copy and paste the link if the button is locked in your PDF reader)

squaremile.com/epic-parallax/example/ CLICK HERE

Newsletter specifications

Newsletter campaigns

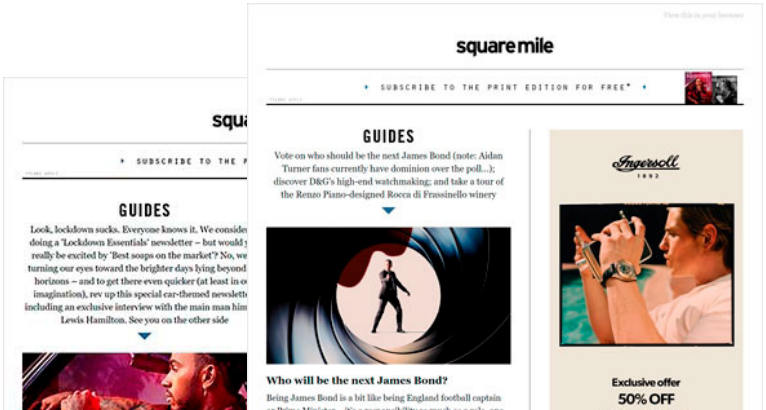
- We support static artwork ONLY for newsletter campaigns, in PNG or JPG format. No animated GIFs or HTML 5 animation is allowed.
- Maximum file size 300kb but the smaller the file size, the quicker the ad will load in low-bandwidth scenarios.
- Artwork can support HiDPI displays prevelant on modern smart phones. Use the high definition dimensions below.

SUPER MPU

- High definition ≈ 2:1 scale - 640px wide x 1280px high

Super MPU artwork is scaled to an effective display size of 300px wide x 600px high on desktop and full width on mobile to support hi-dpi screens. Size text to 2x size to keep it legible once this scaling has taken place.

Maximum file size 300kb



What to include

- **Static artwork** in PNG or JPG format at either standard or high definition dimensions.
- **Click-through link** you should include the destination URL, as well as the tracking link (where applicable). Please include the destination URL even if you are including a tracking link so that the link can be tested before flight.

Notes

- Static artwork may be compressed to ensure high performance delivery.
- Tracking pixels are not supported.

Delivery

REQUIREMENTS

- Artwork should be delivered by email to **production@hedgemagazine.co.uk** or via web transfer.
- You must notify your account manager of delivery via email.

- For web transfers DropBox, Google Drive, OneDrive and WeTransfer are all acceptable.
- If you use WeTransfer please use our custom url to avoid uploads expiring **threadneedlemedia.wetransfer.com**
- For email delivery a maximum file size of 20MB applies.
- Please contact your account manager to confirm receipt of artwork on +44 (0) 20 3970 0330.

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