

# SUPPLEMENT ADVERTISING The Grocer

**The Grocer**  
Britain's Biggest  
Brands 2023



Which are the most  
innovative brands?



Could dairy  
become  
a luxury?

11 FEBRUARY 2023  
The Grocer Guide to...  
**Confectionery**



William Reed.

# Mechanical data

All measurements are in mm – height x width

## DPS

- Bleed 296 x 416
- Trim 290 x 410
- Type 267 x 400

## Front Cover

- Bleed 226 x 211
- Trim 220 x 205

## Full page

- Bleed 296 x 211
- Trim 290 x 205
- Type 260 x 185

## 1\2 page horizontal

- Bleed 149 x 211
- Trim 143 x 205
- Type 128 x 185

## 1\2 page vertical

- Bleed 296 x 106
- Trim 290 x 100
- Type 260 x 90

## 1\2 page DPS

- Bleed 149 x 416
- Trim 143 x 410
- Type 128 x 400

## 1\4 page horizontal strip

- Type 63 x 185

## 1\4 page horizontal

- Type 128 x 90

**All live matter to be 10mm away from trim measurement  
3mm bleed should be added to all 4 edges**



Double page spreads – a 20mm gutter is required for all live matter – this is included in measurement given above

Ensure all transparencies are flattened to avoid hairlines

# File preparation and delivery

All files submitted and all correspondence must be identified by our order ticket number (OTN) and the issue date of the publication.

## PDF files

- PDF is our preferred format: Composite CMYK.
- PDF's made to the   standard will meet our specifications
- All files should be supplied in CMYK process only and all transparencies must be flattened.
- The maximum ink density should not exceed 280% (C+M+Y+K) No spot, rgb, lab or solid pantone colours should be used. Images used must be CMYK and 300dpi at the finished size, preferably supplied in TIFF or EPS format without compression
- Avoid logos or images from websites as the resolution will be 72dpi

## File delivery

Files can be sent by email or by using wetransfer.com

## Other formats

We can also accept files in the following programs: Indesign, Photoshop, Illustrator (but cannot accept fonts)

## File preparation notes

- No finished artwork can be accepted as a Word, PowerPoint, Excel, Corel Draw, MS Publisher or PageMaker file.
- Text for setting should be supplied as a digital text file.

# Contact details

**Please send materials for the attention of:**

The Advertising Production Department,  
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**WilliamReed.**