

SUPPLEMENT ADVERTISING

The Grocer

The Grocer
Britain's Biggest
Brands 2023



Which are the most innovative brands?



17 SEPTEMBER 2022 | THEGROCCER.CO.UK
the dairy men
A SUPPLEMENT TO THE GROCER

Could dairy become a luxury?



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 vertical

- 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

File preparation and delivery

All files submitted and all correspondence must be identified by our artwork reference number (URN) and the issue date of the publication.

Call the contact number on the next page for an artwork reference number (URN)

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 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,

William Reed Ltd,

Broadfield Park,

Crawley,

West Sussex,

RH11 9RT

Tel: 020 7216 6449 (direct line)

Email: display.adverts@wrbm.com

WilliamReed.