



MECHANICAL DATA (DISPLAY)

Measurement (mm) Depth x Width	Type	Trim	Bleed
Full page (Portrait)	275 x 185	297 x 210	303 x 216
1/2 page Vertical	270 x 90	-	-
1/2 page Horizontal	135 x 185	-	-

COPY REQUIREMENTS

High-Resolution (min. 300 dpi) composite 1.3 CMYK PDF

(see www.pass4press.com/cgi-bin/wms.pl/416 for document preparation & various application configuring)

- ALL Double Page Spreads (DPS) **MUST** be created & supplied as 2 single A4 PDF's
- A 3mm per page gutter allowance is recommended if 'live' matter crosses the centre of the spread
- ALL PDF's supplied **MUST** include Trim & Printers marks
- All PDF pages should be positioned centred.
- Image placement should be at 100% with image resolution recommended at 300dpi, CMYK format.
- Any text below 11pt should ideally be re-produced in one colour only. This also applies if text is reversed out.
- All Pantone colours and RGB images must be converted to CMYK before creating the PDF file.
- NO Colour Management, ICC profiles, Lab colours, Screen ruling or Dot structure should be embedded within the PDF.
- PDF files should only contain Adobe Type 1 fonts, these must be embedded and subset.
- Files should not contain any True Type, Multiple Master or Bitmap fonts, as they can perform unpredictably.
- When viewing your PDF in Acrobat please ensure your Overprint Preview is ticked on.

Copy can be supplied on CD with proof to the following address: **iPod User Production** -
IDG Communications, 101 Euston Rd, London NW1 2RA or digitally to macworld_production@idg.co.uk
IDG Communications will not be held responsible for the printed image of any ad that does not supply a industry standard contract proof

ISSUE	COPY DEADLINE	ON SALE
ISSUE 37	Weds 10th Dec 2008	Weds 31st Dec 2008
ISSUE 38	Weds 11th Feb 2009	Thurs 26th Feb 2009
ISSUE 39	Weds 22nd Apr 2009	Thurs 7th May 2009
ISSUE 40	Weds 10th June 2009	Thurs 25th June 2009
ISSUE 41	Mon 24th Aug 2009	Thurs 10th Sept 2009
ISSUE 42	Weds 21st Oct 2009	Thurs 5th Nov 2009

