APOLLO

THE INTERNATIONAL ART MAGAZINE

MECHANICAL DATA

Electronic submission of advertising material is required - PDF format only.

SOFTWARE

Adobe Acrobat PDF

When sending documents via e-mail you may need to compress the files using either Zip / Stuffit applications to protect file integrity.

Dropbox and wetransfer also accepted

COPY REQUIREMENTS

- High Resolution PDFs only. All images/graphics embedded as either EPS or TIF composite
  ✻ CMYK with all fonts embedded.
- All materials supplied must be composite
  ✻ CMYK (no Pantones or RGB files accepted).
- All embedded images must be a minimum of 300dpi
- In all instances, a good quality colour-match is desirable for us to pass on to our printers for accurate colour-matching.

Apollo magazine is printed litho sheet-fed, and is produced CTP (computer to plate). All advertisements must be supplied as PDFs. It is the responsibility of the client to supply an accurate guide at the time of transmission. Apollo magazine cannot accept liability should documents received electronically be faulty. Apollo magazine will not be liable for any consequential loss or damage resulting from failure of any advertisement to appear from any cause whatsoever, nor does it accept liability for errors in any advertisement published nor is failure to appear on a given date.

DIMENSIONS		HEIGHT X WIDTH
DPS (For bleed images please add 6mm gutter)	Type	255 x 410mm
	Trim	285 x 440mm
	Bleed	291 x 446mm
Full Page	Type	255 x 185mm
	Trim	285 x 220mm
	Bleed	291 x 226mm
Half Page Horizontal		125 x 185mm
Half Page Vertical		255 x 90mm
Quarter Page		125 x 90mm
Eighth page		60 x 90mm
Sixteenth page		28 x 90mm

COPY DEADLINE

All advertisement copy to be supplied by 6th of month prior to publication (unless otherwise agreed) with a colour/mono proof.

CONTACT

Please send hard copy and proofs to:

Apollo Magazine
22 Old Queen Street, London SW1H 9HP

Email: production@apollomag.com

www.apollo-magazine.com