

Print specifications

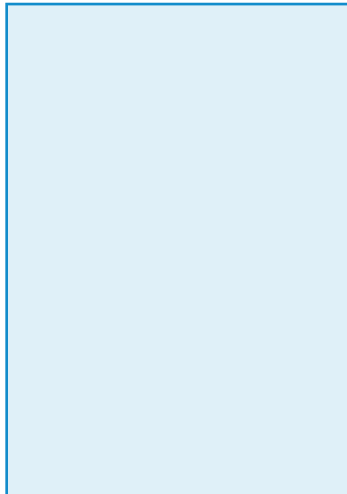
Sizes, measurements and artwork requirements for magazine and newspaper adverts booked through ANA Studio. Measurements are in millimetres. All sizes are height x width.

Source	Date	Covers
ANA Studio	Sep 2026	Full-page newspaper sizes (broadsheet, Berliner, tabloid), earspace
Insights Publishing — Print specification sheet	18 Jul 2025	Newsprint artwork requirements
Africa Community Media — Advert material measurements for all regions	2020 update	Retail and classified column widths, double page spreads, belly button
Condé Nast titles	—	GQ, House & Garden, Glamour and GQ Style full-page sizes

1. Newspapers — full-page sizes

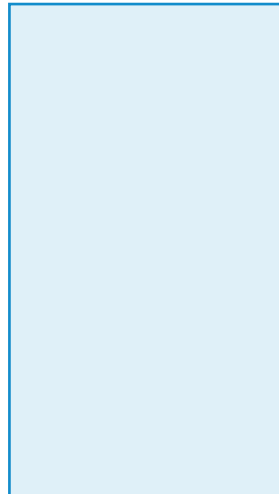
Full-page newspaper adverts, height x width. No bleed, crop marks, colour bars, registration marks or colour gradation strips, and no white space around the page.

Format	Height	Width
Broadsheet	540 mm	377 mm
Berliner	540 mm	302 mm
Tabloid	390 mm	264 mm



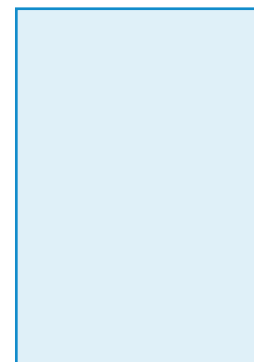
540 H x 377 W mm

Broadsheet



540 H x 302 W mm

Berliner



390 H x 264 W mm

Tabloid

Drawn to the same scale.

2. Column widths — Africa Community Media (all regions)

Advert width by number of columns. Height is booked in mm. Newspaper adverts are supplied at the exact size: no bleed, crop marks or white space.

Columns	Retail width	Classified width	Grid	Details
1	36 mm	30 mm	Broadsheet	Column length 54 cm; Column width 36 mm; gutter 2 mm; 10 per page; double spread 779 mm wide.
2	74 mm	62 mm		
3	112 mm	94 mm		
4	150 mm	126 mm		
5	188 mm	158 mm	Tabloid	Column length 39 cm; Column width 36 mm; gutter 2 mm; 7 per page; double spread 551 mm wide.
6	226 mm	190 mm		
7	264 mm	222 mm		
8	302 mm	254 mm		
9	340 mm	286 mm	Classified	Column width 29 mm; gutter 3 mm; 12 per broadsheet page, 6 per tabloid page.
10	378 mm	318 mm		
11	437 mm	350 mm		
12	475 mm	382 mm		
13	513 mm	—	Earspace	5 × 2 — 74 × 50 mm
14	551 mm	—	Belly button	5 × 2 — 55.8 × 55.8 mm
15	589 mm	—		
16	627 mm	—		
17	665 mm	—		
18	703 mm	—		
19	741 mm	—		
20	779 mm	—		

3. Newsprint artwork requirements — Insights Publishing

File format

- Supply complete material as a PDF/X-1a (ISO 15930-1) file, no larger than 24 MB.
- Set the document up at exactly the size of the advert.
- Do not include crop marks, registration marks, colour bars, colour gradation strips or bleed. PDFs with any of these, or at the wrong size, are rejected.
- All graphics at 170 dpi in CMYK, with fonts embedded. JPEG files are not accepted as complete material.
- No changes are made to complete material.

Fonts & type

- Convert all fonts to paths, including fonts pasted into objects.
- Minimum type size 8 pt; 10 pt for type that isn't a single colour.
- Sans serif typefaces are recommended; avoid thin or hairline typefaces.
- Rules of 4 pt or thinner, sans serif type of 7 pt or smaller and serif type of 12 pt or smaller should be one colour only.
- Bar codes and QR codes should be solid black.
- Don't reverse type of 10 pt or smaller out of a single colour. Type reversed out of four colours needs at least a 70% screen behind it, and never reverse type out of yellow or other light washes.
- Screened (tinted) text: at least 24 pt; avoid serif and fine-to-medium weights. Screens above 80% print as solid.
- Type or rules printed on a tint: keep the tint below 25%.

Colour & ink

- CMYK process only. Spot and Pantone colours must be supplied as CMYK equivalents.
- Total ink coverage: maximum 220% (never above 240%). Use GCR/UCR; maximum black about 85%.
- Printable tones: highlights from 3% (CMY and K), shadows to 90% CMY and 87% K. Keep important detail between 5% and 87%.
- Dot gain (TVI): about 26% at a 40% dot. Screen ruling 85 lpi (33 lines/cm), 100 lpi at some print sites. Euclidean dot.
- Grey balance — $\frac{1}{4}$ tone: C 20 / M 16 / Y 16. Mid tone: C 50 / M 42 / Y 42. $\frac{3}{4}$ tone: C 60 / M 52 / Y 54.
- Ink sequence: yellow, cyan, magenta, black. Nominal solid densities: K 1.10, M 0.90, C 0.90, Y 0.90.

Images

- Images must be newspaper CMYK — RGB images are rejected. Don't embed colour profiles.
- Place images at 100% of final size; don't enlarge or resize them in the layout, and don't save them as compressed JPEGs at any stage.
- Minimum resolution at final size: line work 400 ppi (160 px/cm); continuous tone 70 px/cm (about 180 ppi).
- Apply trapping to avoid mis-registration, and check overprint/knockout settings on text, line art and logos.

Material for setting (studio builds the advert)

- Pictures and logos: RGB JPEG at 240 dpi, supplied as original files — not placed in a document.
- Copy: typed, in Microsoft Word or plain text.

Printing

- Coldset offset lithography on 48.8 g/m² newsprint (ISO 12647-3).
- Pages are imposed digitally and output straight to laser plate setters.

Sending material (Insights Publishing)

- WeTransfer, email link or upload, or email pagelogistics@inl.co.za.

ANA Studio also accepts complete material at <https://anastudio.extremereach.com/> (help: traffic@anastudio.co.za).

Notes on the source sheet

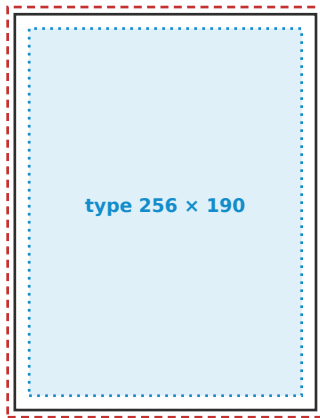
The source sheet lists continuous-tone resolution as “18 px/inch (70 px/cm)”; 70 px/cm is about 178 ppi, so 18 is treated as a typo for about 180.

The source asks to avoid fine detail “below 5% and above 8%”; given the 87% last printable tone, this is treated as 87%.

4. Magazines

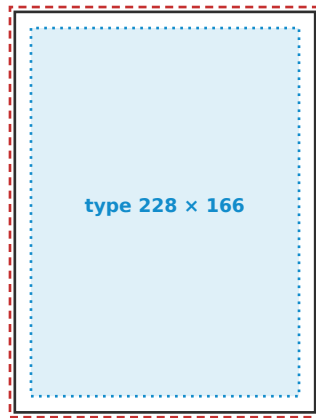
Sizes are height × width. Keep all text and logos inside the type area.

Title	Format	Bleed (H × W)	Trim (H × W)	Type (H × W)
GQ & House & Garden	Full page	286 × 220 mm	276 × 210 mm	256 × 190 mm
Glamour	Full page	254 × 192 mm	248 × 186 mm	228 × 166 mm
GQ Style	Full page	307 × 240 mm	297 × 230 mm	277 × 210 mm
Fast Company	Full page	Sizes to be confirmed		



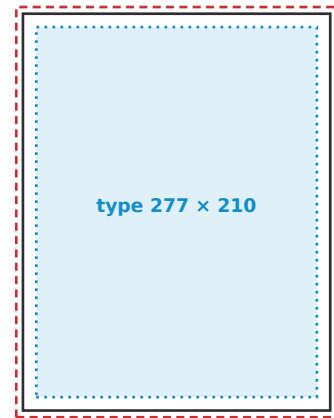
bleed 286 × 220 mm

GQ & House & Garden



bleed 254 × 192 mm

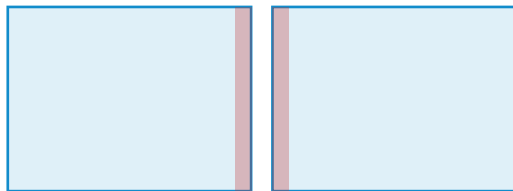
Glamour



bleed 307 × 240 mm

GQ Style

Dashed red = bleed · Black = trim (finished size) · Blue = type area (keep text and logos inside)



8 mm spine (4 mm per page)

Double page spreads: must be supplied as 2 × single pages, with an 8 mm space in the spine (4 mm per page).

Questions? traffic@anastudio.co.za · Ready-made material: anastudio.extremereach.com