



## TERMS OF SERVICE

- If APL Media Ltd is required to amend or resize supplied artwork, a £45 charge will be incurred per round of changes per hour.
- Own-brand house-style advertorials or branded content must have **BRANDED CONTENT** or **PAID CONTENT** as applicable on the eyebrow.
- Advertiser-supplied advertorials must have **ADVERTISEMENT** centred at the top of the page.
- All adverts/paid content/advertisement features are subject to Editorial approval.
- APL Media reserves the right to make grammatical changes and corrections in order to meet the house style.

\*APL Media Ltd will provide two sets of PDFs (design and changes) for client approval. The final, third set of PDFs are for fact-checking and approval/records only. Approval is required within 48 hours. If further changes are required, this will incur a £45 charge per round of amendments per hour.

\*Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour.

\*\*Competitions must include a complete package: flights (inc. taxes), transfers, accommodation and activities on a B&B basis (minimum). There cannot be exclusion dates on half terms and summer holidays for family prizes.

Rights & Consent Warranty.  
The Advertiser warrants that all client-supplied materials are legally cleared for publication and promotional use, including all necessary permissions and model releases for identifiable individuals.

Liability.  
The Advertiser assumes full responsibility for securing such clearances and agrees to indemnify APL Media and its affiliates against any claims, costs, or losses arising from non-compliance.

## A4 MAGAZINE SIZES

Double-page spread  
Full page

## BLEED (5MM)

307mm x 430mm  
307mm x 220mm

## TRIM

297mm x 420mm  
297mm x 210mm

## TYPE AREA

10mm inside of trim  
10mm inside of trim

All sizes height x width. Allow 12mm gutter (for text running across the spine). If the size is not correct the advert will fail our pre-flight and be returned to you for resizing. Branded adverts should contain no more than 100 words. Text heavy advertising that could be construed as editorial content may be rejected by the editorial team.

## PDF SPECIFICATIONS

Our preferred method of delivery is Adobe Acrobat PDFs. Standard: PDF/X-1a:2001.

Compatibility: Acrobat 4 (PDF1.3). Colour Profile / Output intent: ISO Coated v2 300% (ECI).

We cannot guarantee the quality of the final print for files supplied outside of these specifications. Colour variations will occur if your files do not utilise the colour profile and respect guidelines outlined above. Artwork not meeting the technical specifications will fail our preflight and be returned to you for resupply.

All ads should be supplied with a colour proof and according to the naming convention provided:

Publication Name, Month of advertisement, Advertiser's Name. Example: NGTmmyy\_advertisersname.pdf

## ARTWORK DESIGN (3-6 WEEK LEAD-IN TIME)

APL Media is able to offer an artwork design service for advertisers who are unable to produce artwork.

Advertisers are expected to provide elements to specification at least five weeks prior to the on-sale date.

Costs vary depending on artwork requirements.

Advert\* – client supplies all material.

£300 minimum

Advert\* – APL sources material £600 minimum\*

Additional amendments / Artwork resizing\*

£45 per round of amendments per hour.

For further information on artwork design and costs, email [production@natgeotraveller.co.uk](mailto:production@natgeotraveller.co.uk) or call the Production department: +44 (0) 20 7553 7372.