

ArtReview

Advertising specifications

Advertising within [ArtReview and ArtReview Asia](#)

Advertising on artreview.com

Advertising on [ArtReview's Newsletters](#)

Advertising on [ArtReview's Social Platforms](#)

ArtReview

Advertisement dimensions

Sizes (mm)	Width	Height
Full page trim	235	300
Full page bleed	245	310
Full page non-bleed/Type Area	200	270
Double page spread	Supply 2 x FP ads	
Half page horizontal (Non Bleed)	200	131
Half page vertical (Non Bleed)	96	270
Quarter page (Non Bleed)	96	131

FILE FORMAT

PDF/X-1a

COLOURSPACE

CMYK

ICC PROFILE

FOGRA51 (PSO
Coated V3)

BINDING METHOD

Perfect Bound

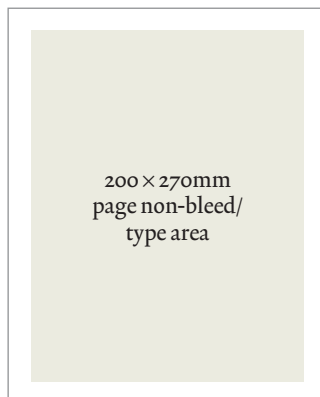
IMAGE RESOLUTION

300dpi

TOTAL INK COVERAGE

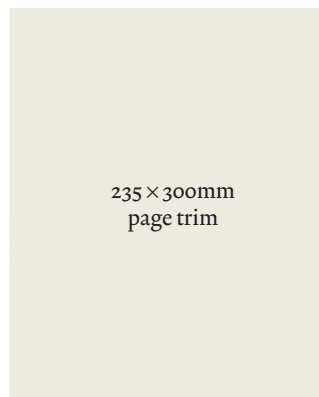
4 color: 300%

Full page advertisement guide



Non bleed size /Type Area

No live matter should fall outside the type area or there is a risk that it will be trimmed off. All non bleed adverts in *ArtReview* should be created to this size and will have a white border.



Trim size

All full page adverts should be created to the trim size and then 5mm bleed should be extended beyond the page edge (see next image)



Bleed size

5mm bleed should be added to the trim size on all four sides and crop marks included as shown above. This is to allow for movement on press and during binding.

Specifications

File formats: High res PDF 1.3 compliant with PDF/X-1a only optimised for press (2400 dpi). Files must include all high resolution images and all fonts must be embedded.

Crop marks: Files must include crop marks and bleed marks. Please allow 3.5mm offset when exporting your PDF from indesign.

Colour: All adverts must be CMYK, Pantone colors must be in CMYK mode. RGB not accepted.

Gutter safety for spreads: Apply a general gutter allowance of 7mm for all DPS advertisements. Text running across the centre of a spread should have an allowance of 12mm (6mm per page).

Transparency: Any documents containing either layers or transparency must be flattened.

Total Ink Coverage: Total ink coverage of flat CMYK color should not exceed 300%. High ink coverage results in over saturation of the printing paper causing ink transfer.

Cover position allowances: *ArtReview* is perfect bound. Inside front cover and inside back cover positions will lose 6mm of the visual area in the foreedge due to the 'hinge' resulting from the perfect binding process, please make allowances for this.

Advert positioning: We are unable to guarantee placement on either a left or right hand page. We kindly ask that you supply both options or a centralised advert on the page.

Proofs: We request colour digital contract proofs that have been produced from the file/s supplied that are 100% of the final ad size and include a CMYK patch strip for colour quality control.

Delivery: Please send artwork to production@artreview.com. Use compression software such as .zip to reduce your PDF or folder size. For file sizes above 25Mb, please use a data transfer service such as dropbox, yousendit, wetransfer or FTP.

Please send your hard copy proofs by courier to:

ArtReview - Production Department,
1 Honduras Street, London, EC1Y 0TH United Kingdom

Mark as: "Advertising material; Useless if delayed; No commercial value". Please supply airway bill number to ensure tracking and timely delivery.

ArtReview

artreview.com media planning information

Below are specifications for all digital advertising options on artreview.com. The site is fully responsive and mobile/device friendly and is continually being updated. Please note if your advert references a date specific event it will be removed from the site once the event has ended. We advise you to keep them simple but eye catching. All ads submitted are subject to design approval and we may recommend changes or the removal of some text if it is not legible.

Online unit dimensions

Standard sized units (pixels)	Width	Height
MPU	300	250
Half page	300	600
Leaderboard	728	90
Billboard	1112	278
Billboard mobile fallback	300	250

HPTO (Homepage takeover) units required

Billboard	1112	278
Billboard mobile fallback	428	278
Takeover strips (x 2 - Left and right)	320	1300
Takeover legacy fallback	1500	1300

FST (Full site takeover) units required

Leaderboard	728	90
Half page	300	600

Online ad unit specifications

Image formats: Please provide .jpg, .png or .gif.

Resolution: 144dpi.

Colourspace: RGB.

Text: We recommend a font size no smaller than 9pt or 9px

Border: For artwork that has a white background please add a 2px keyline to the outer edge of the artwork.

Links: Please supply a URL for the unit to link to.

Deadlines: please supply your artwork a few days prior to the live start date agreed.

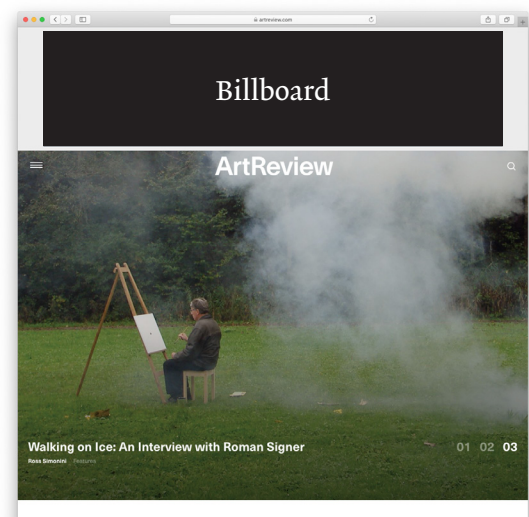
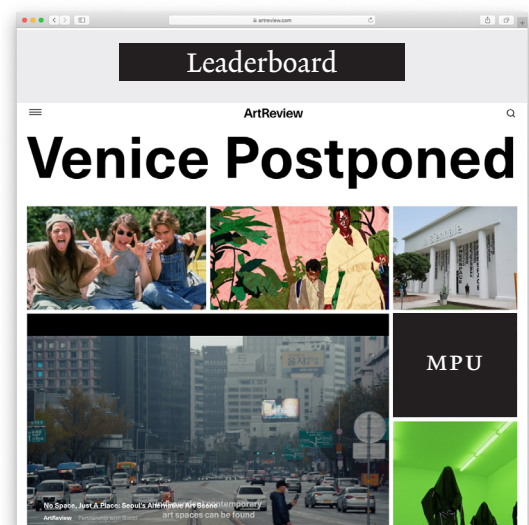
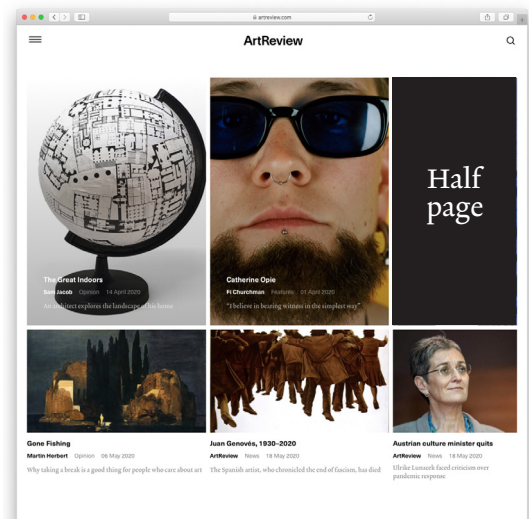
Proofs: Once the advert unit is live we will send both a screen grab and a link to the page where the advert resides.

Delivery method: Please send artwork to production@artreview.com.

Code: We use Google Ad Manager to serve ads. All units can be placed on your own servers and we can accept code (unit, pixel,

Notes:

Due to the flowing nature of ar.com, MPUs and Half pages will be placed in the various sections of the site, they may also move between these sections to allow the site to remain fresh.



ArtReview

Newsletter media planning information

Below are specifications for all digital advertising options within *ArtReview's* newsletters. Newsletters are created and sent three times a week - Monday, Wednesday and Friday. We advise you to keep them simple but eye catching. All ads submitted are subject to design approval and we may recommend changes or the removal of some text if it is not legible.

Newsletter ad dimensions

Sizes (pixels)	Width	Height
Banner	560	150
Takeover	Please Supply 3 x banners	

Newsletter specifications

Image formats: Please provide .jpg, .png or .gif.

Resolution: 144dpi.

Colourspace: RGB.

Text: We recommend a font size no smaller than 9pt or 9px

Border: For artwork that has a white background please add a 2px keyline to the outer edge of the artwork.

Links: Please supply a URL for the unit(s) to link to.

Deadlines: please supply your artwork a few days prior to the live date agreed send date.

Proofs: We are able to send a test email of the advert if required

Delivery method: Please send artwork to

production@artreview.com.

Code: We do not accept code for newsletter ads, we apply our own click and impression tracking.

Opening Banner

ArtReview

Newsletter No 77

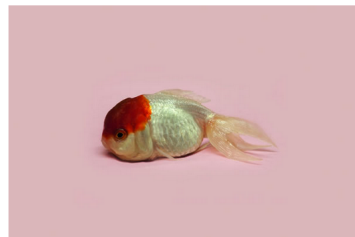
ArtReview Asia: Hong Kong Special Edition



This week *ArtReview Asia* is in Hong Kong, where you can pick up our FREE Hong Kong special edition, being distributed widely at Art Basel Hong Kong and Art Central, and at major galleries and institutions. See below for what you'll find inside the publication, which also includes full listings for what's on throughout the city.

What Do We Talk About When We Talk About 'Emerging' Art?

A meditation by Adeline Chia on what the label 'emerging' might mean when applied to young Singaporean artists

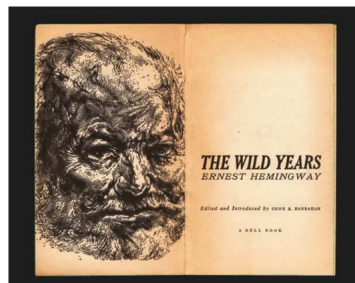


Robert Zhao Renhui, *World Goldfish Queen*, from the series *A Guide to the Flora and Fauna of the World*, 2013. Courtesy the artist

Midway Banner

The Critical Dictionary of Southeast Asia: G for Gene Z. Hanrahan

An artist project by Ho Tzu Nyen that looks at the complexity within the designation Southeast Asia



The Wild Years Ernest Hemingway, 1967, edited and introduced by Gene Z. Hanrahan, Courtesy the artist



Closing Banner

ArtReview

Social media planning information

Below are specifications for the supply of the elements needed for social media posts. Please note that these posts are managed by our editorial team who will adapt the style of the submitted text to suit our house style of writing and posting.

Social Media Boost

Image Sizes (pixels)	Width	Height
Twitter	1024	512
Instagram	1080	1080
Facebook	1200	630
WeChat	1080	1080
<hr/>		
Text	140 words	

Social Media Boost specifications

Image formats: Please provide .jpg or png

Resolution: 144dpi.

Colourspace: RGB.

Links: Please supply a URL for the unit to link to.

Deadlines: please supply your image and text a few days prior to the live date agreed send date.

Proofs: We are able to send a sample of the final post if required

Delivery method: Please send image and text to production@artreview.com.

