

# ArtReview

Advertising specifications

Advertising within [ArtReview and ArtReview Asia](#)

Advertising on [artreview.com](http://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

### FILE FORMAT

PDF/X-1a

### BINDING METHOD

Perfect Bound

### COLOURSPACE

CMYK

### IMAGE RESOLUTION

300dpi

### ICC PROFILE

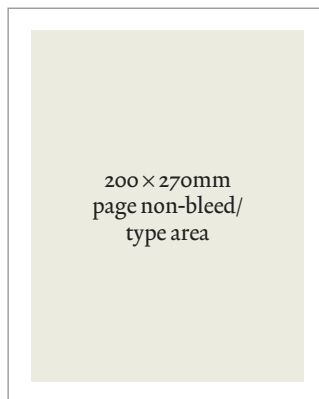
FOGRA51

(PSO Coated\_v3.icc)

### 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 6mm per page for all DPS advertisements. Text running across the centre of a spread should have an allowance of 14mm in total.

**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](mailto: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	300	250
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:** 144ppi.

**Colourspace:** RGB.

**Maximum File Size:** Under 1Mb

**Text:** We recommend a font size no smaller than 9pt or 13px

**Border:** For artwork that has a white background please add a 0.75pt or 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 at least five working days prior to the live start date agreed.

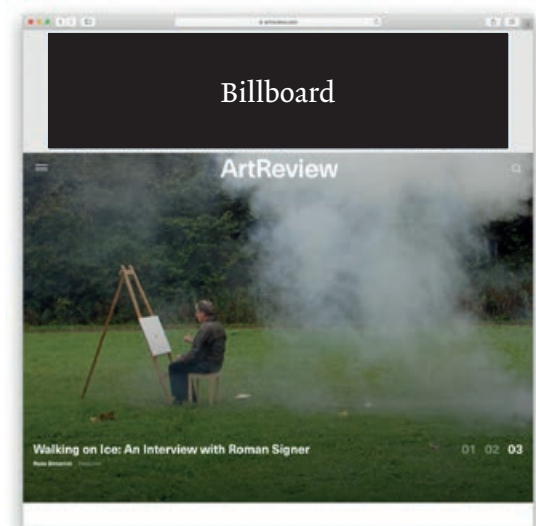
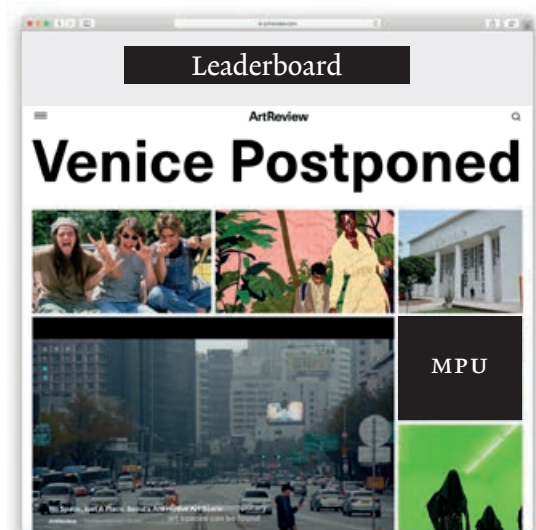
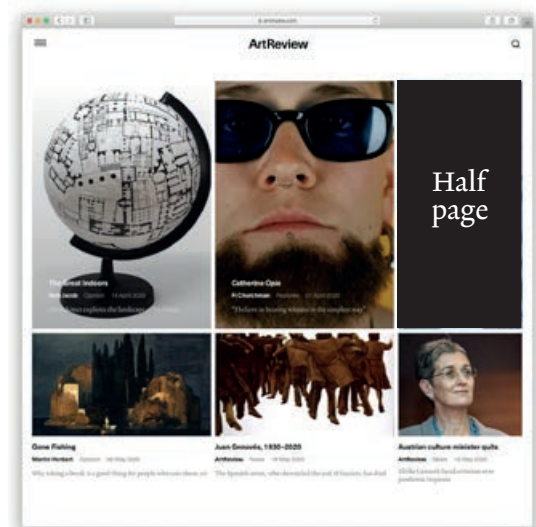
**Proofs:** Once the advert unit is live we will send both a screen grab and a link to the page where the advert resides.

**Delivery method:** Please send artwork to [production@artreview.com](mailto:production@artreview.com).

**Code:** We use Google Ad Manager to serve ads. All units can be placed on your own server and we can accept code (unit, pixel, impression and click tags) to serve these. We prefer HTML5 wrapped in a compressed .zip folder.

### 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 13px

**Border:** For artwork that has a white background please add a 0.75 pt or 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 five 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](mailto: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 artists 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.

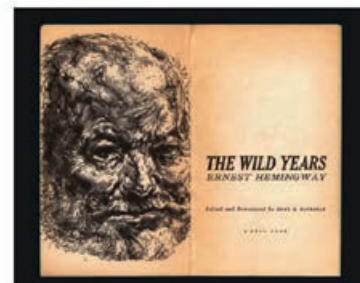


Robert Zhao Renhui, *World Condition Quasi*, from the series *A Guide to the Flora and Fauna of the World* (2019). Courtesy the artist.

### Midway Banner

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

An artist project by Ho Tzu Hyun 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 size (px)	Width	Height	Maximum No. of Images
Twitter	1024	512	4
Instagram	2160	2160	8
Instagram (stories)	1080	1920	8
Facebook	1200	630	8
LinkedIn	1200	630	8
WeChat	1080	1080	8
Text	2,200 characters (max with spaces)		

### Social Media Boost specifications

**Image formats:** Please provide .jpg or png

**Resolution:** 144ppi.

**Colourspace:** RGB.

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

**Deadlines:** please supply your image and text at five working days prior to the live/post 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](mailto:production@artreview.com).

