ArtReview

Advertising specifications

Advertising within **ArtReview and ArtReview Asia**

Advertising on **artreview.com**

Advertising within **ArtReview's Newsletters**

Advertising on **ArtReview's Social Platforms**

ArtReview / ArtReview Asia

Advertising 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	2 x Full page ads	
Half page horizontal (Non Bleed)	200	131
Half page vertical (Non Bleed)	96	270

DESIGN CONSTRAINTS
100 words maximum.
No 'article' type adverts

FILE FORMAT
PDF/X-1a

COLOURSPACE
CMYK

IMAGE RESOLUTION
300dpi

TOTAL INK COVERAGE
TAC must not exceed 300%

PAPER TYPE
Premium, light weight coated, matt.
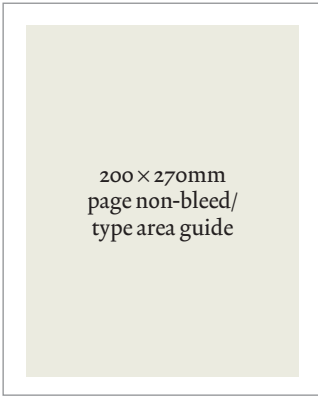CIE whiteness: 118

CHARACTERISATION DATA
FOGRA 51

ICC PROFILE
PSO Coated_v3.icc

BINDING METHOD
Perfect Bound

Full page advertisement guide

200 × 270mm
page non-bleed/
type area guide

235 × 300mm
page trim

245 × 310mm
bleed size

(Trim size + 5mm
bleed on all four sides)

Non bleed /Type Area guide
A guide for non-bleed adverts. All live matter (text / logos etc.) should be kept within 10-15mm of the edge of the page to avoid being trimmed off or obcured by the fold of the magazine.

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 converted to CMYK mode. RGB is not accepted.

Gutter safety for spreads: Apply a general gutter allowance of 6.5mm per page for all DPS advertisements. Text running across the centre of a spread should have an allowance of 13mm 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 6.5mm of the visual area in the fore edge 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, 1 Honduras Street, London, EC1Y 0TH, UK

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 (desktop)*	1112	278
Billboard (mobile)*	300	250

We require both desktop and mobile versions of all billboard adverts supplied.

Allowing for HD screens

We recommend sending us files that are twice the size of the above ad unit dimensions. This allows us to serve sharper images on higher reolsution screens, so an MPU should be sent at 600 x 500 px, a Half Page at 600 x 1200 px, billboards at 2224 x 556 px and so on. This may not always be possible given the maximum file sizes (see below) which cannot be exceeded.

Online ad unit specifications

Image formats: Please provide .jpg, .png or .gif.
Resolution: 144ppi.
Colourspace: RGB.
File Size: Must be 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 key line 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: We are able to send screen grabs once the advert is live should they be required. Ads that run with code are tested on our development site and require approval ahead of going live.
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 server and we can accept code (unit, pixel, impression and click tags) to serve these. We prefer HTML5 wrapped in a compressed .zip folder (with static ads as a back up).

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.
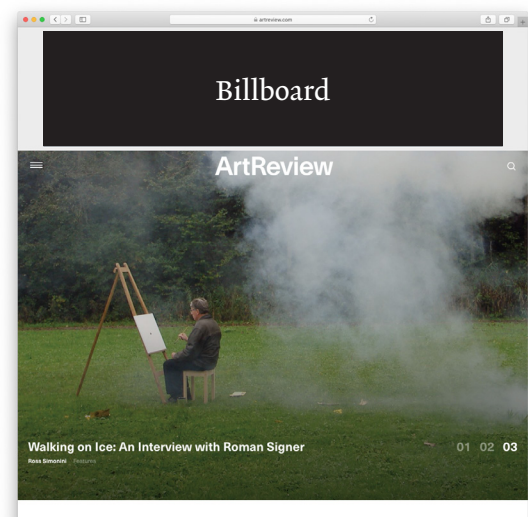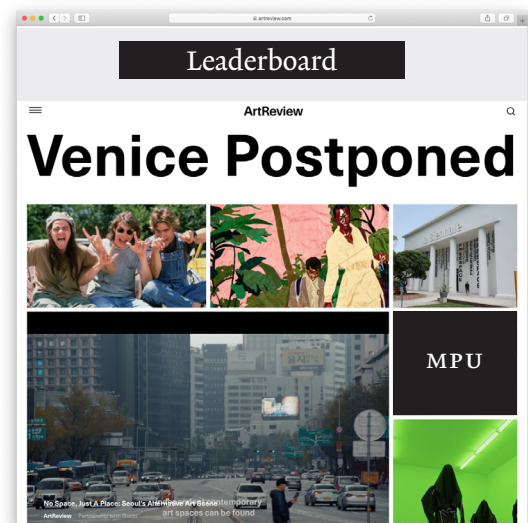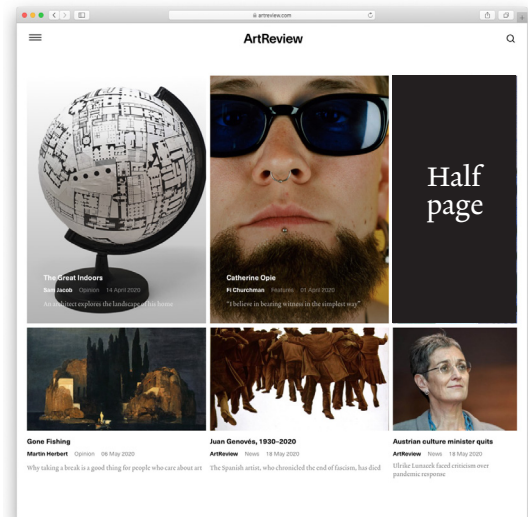
ArtReview

Newsletter media planning information

Below are specifications for all digital advertising options within *ArtReview*'s newsletters. Newsletters are created and sent two times a week - 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
Wednesday Takeover	Please Supply 2 x banners*	
Friday Takeover	Please Supply 3 x banners*	

*We can also repeat a single banner in both or all locations

Newsletter specifications

Image formats: Please provide .jpg, .png or .gif.
Resolution: 144dpi.
Colourspace: RGB.
File size: Please keep to within 2Mb
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 key line 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.
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
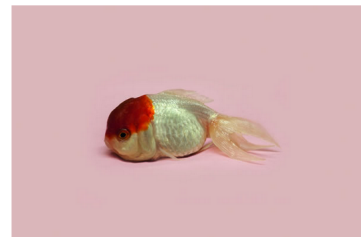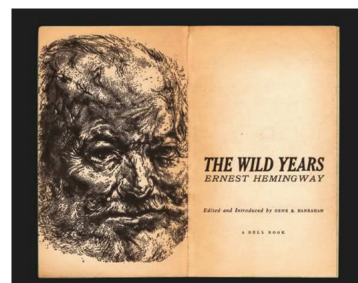

Robert Zhao Renhui, *World Goldfish Queen*, from the series *A Guide to the Flora and Fauna of the World*, 2013. Courtesy the artist

---

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 posts planning information

Below are specifications for the supply of the elements needed for social media posts.

Social media post images

Image size (px)	Width	Height	Maximum No. of Images
X/Twitter	1024	512	4
Instagram	2160	2160	8
Instagram (stories)	1080	1920	8
Threads	1080	1920	10
Facebook	1200	630	8
LinkedIn	1200	630	8

Image specifications

Image formats: Please provide .jpg or .png
Resolution: 144ppi.
Colourspace: RGB.
Links: Please supply a URL for the unit to link to.

Social media post text

Word count	Maximum No. of characters*
X/Twitter	280
Instagram	2,200
Threads	500
Facebook	5,000
LinkedIn	3,000

*tags, hashtags, mentions and the words 'from our networks' or 'paid for partnership' also form part of the overall word counts listed.

Text considerations

File formats: MS Word, Google Doc, Pages
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 post video

	Ratio	Maximum Length (sec)
X/Twitter	1:1	90
Instagram	1:1	60
Instagram (stories)	9:16	15
Threads	9:16	90
Facebook	16:9	90
Facebook (reels)	9:16	90
LinkedIn	16:9	90

Video formats

File formats: MP4
Encoding: H.264
Resolution: HD / 1080p (depending on the above ratios)
Frame rate: 24-60 FPS
Maximum file sizes: Under 100Mb

File submissions for all formats

Deadlines: please supply your image and text at least five working days prior to the live/post date.
Proofing and sign off: We aim to share edited posts with you for approval ahead of making them live. We may require collaborative posts to be approved on a particular platform also.
Delivery method: Please send all material through to our production team at production@artreview.com. We recommend using wetransfer, dropbox or google drive to share documents.