

THE 
INDEPENDENT
media pack 07

THE 
INDEPENDENT
ON SUNDAY

THE  INDEPENDENT

THE  INDEPENDENT
ON SUNDAY



1.3 million readers every week



15 million impressions a month



"This is a newspaper with a mind of its own and a voice that's clear. We are free from proprietorial influence. We are not swayed by political affiliation. We, like our readers, have an independent perspective on life, which, we believe, comes through the conviction of our opinions and the excellence of our writing."

SIMON KELNER, Editor-in-Chief

"People talk about 'putting fizz back into papers'. I don't subscribe to the 'department of wizard wheezes' school of journalism. What I'm trying to do with all areas of the paper is completely reinvigorate them. I don't think things need reinventing. We have remained strong through our journalism. What ultimately sells the newspaper is what you put in it."

TRISTAN DAVIES, Independent On Sunday Editor

"The Independent Online works as a dynamic extra edition of the newspaper. It delivers independent values and interpretation to a loyal audience around the world. To our UK users, it provides the section-by-section opportunity to catch up on their specific interest, whether that's the Environment, Everton or Education. All this is enhanced by the seamless integration of major breaking news, aimed specifically at Independent readers - and backed up by an invaluable archive, complete with our unique 'Day in a page' feature that provides access to the full online headlines for any date back to 1999."

MARTIN KING, Online Editor

THE 
INDEPENDENT

Circulation: **253,737**
Readership: **741,000**
Male: **60%**
AB: **59%**
ABC1: **89%**
Average Income of CIE: **£27,339**
Home owner: **77%**
Full time employed: **59%**
London and South East: **56%**

Source: ABC Nov 06 , NRS Oct 05 - Sep 06

Monday - Saturday

THE 
INDEPENDENT
ON SUNDAY

Circulation: **212,892**
Readership: **799,000**
Male: **57%**
AB: **50%**
ABC1: **81%**
Average Income of CIE: **£25,610**
Home owner: **71%**
Full time employed: **57%**
London and South East: **55%**

Source: ABC Nov 06 , NRS Oct 05 - Sep 06

Sunday

THE 
INDEPENDENT

Page impressions (Jul 07): **15.4 million**
Ad impressions: **46.2 million**
Unique Users: **3.9 million**
Male: **64%**
Average income: **£38,747**
Homeowner: **63%**
Full Time Employed: **56%**
London and South East: **47%**

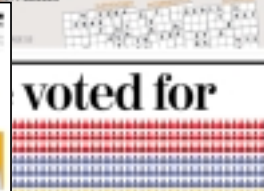
Source: HBX 2007, Independent Online Survey Jun 07

Online

Leading a compact revolution

In September 2003, The Independent broke into new ground and changed the face of the national quality press market forever. Following this success, in October 2005 we took *The Independent on Sunday* to a compact format and in June 2007 re-launched it with a leaner and even more compact look with one supplement *The New Review*. Our ingenuity and creativity paid off. Our papers are now:

- Easier to read
- Read more thoroughly
- Kept for longer



The facts

THE INDEPENDENT

Circulation up since compact: **16.7%**

THE INDEPENDENT
ON SUNDAY

Circulation in compact format up **4.8%**

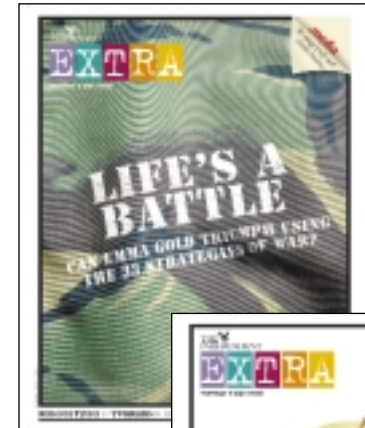
Weekend	Saturday	The Independent Magazine, The Independent Traveller, The Information, .save & spend
	Sunday	The Sunday Review, Business on Sunday, Travel On Sunday
Seven day	Online	independent.co.uk
Weekday	Monday	Extra, .media weekly
	Tuesday	Extra, .motoring
	Wednesday	Extra, .property
	Thursday	Extra, .education & careers
	Friday	Extra, Arts & Books Review

Extra

Launched in 2006 this 24-page feature lead supplement is a creative and exciting additional read to the main news pages. It includes great journalism from leading writers as well as interviews and reviews of current arts and culture.

"The centrepiece of each day's Extra will include everything from a 5,000-word piece by Robert Fisk to lighter, more segmented reads. It's a new generation review section. We've had a great deal of success with Extra on Fridays and circulation has shown the positive benefits of that. We don't want to stand still, we are constantly looking at ways of improving the paper and innovating."

SIMON KELNER, Editor-in-Chief



The facts

Extra: Monday - Friday

Editor - Laurence Earle

Total Readership: **739,000**

Male Bias: **62%**

Social Grade ABC1: **90%**

Aged under 45: **54%**

Married/Living as married: **62%**

Average personal income: **£27,581**

Have children (under 16): **21%**

Live in SE/London: **55%**

Source: NRS Apr 06 - Mar 07



.media weekly

On the forefront of the industry, Media weekly focuses on broadcasting, publishing, advertising, marketing and PR. Regular features include news, comments from the media world and interviews with leading figures in the industry. Contributors include Stephen Glover on the Press, Conor Dignam on broadcasting, Claire Beale on advertising and acclaimed columnist Matthew Norman.



The facts

.media weekly

Editor - Ian Burrell

Independent readers are **3 times** more likely than the national average to be interested in media, marketing and advertising in their paper.

(Index 297)



.motoring

An insightful and informative motoring supplement with in-depth features by our motoring experts as well as weekly comment and news by writers such as Alexei Sayle and Sean O'Grady. The weekly road tests of the best new cars and reader opinions in 'The Verdict' makes this section a must read for an unbiased and informed view.



The facts

.motoring

Editor - Sean O'Grady

Nearly **half** of all readers have two or more cars in their household.

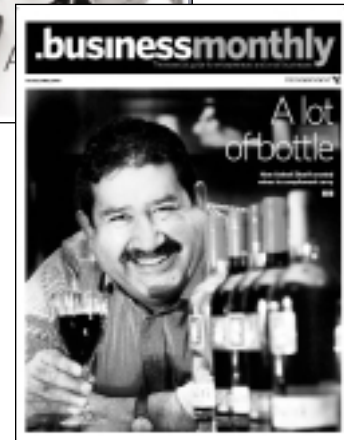
120,000 of Independent readers, or their household members plan to buy a brand new car in the next 12 months

Source: TGI Apr 06 - Mar 07



.business monthly

The essential guide for entrepreneurs and small businesses features case studies of successful business start-ups and include useful tips and hints from professionals. Business Monthly champions the needs of SMEs and entrepreneurs, with special focuses on areas such as IT, finances, recruitment, and product development. The supplement uses case studies to illustrate many SME success stories, while Russell Smith's 'Adventures in Micro Business' column addresses readers questions



The facts

.business monthly

- 75% of Independent readers say they are more aware of personal finance than they used to be
- 84% of readers have a credit card
- 34% of Independent readers are business decision makers
- 43% of readers or their partners work for small businesses (up to 50 people) - which is the highest within the quality dialies
- 9% of Independent readers are self-employed

Source: Premier TGI 2007



.property

With the aim to inspire, entertain and inform this property supplement covers an extensive range from the UK's most stunning houses to consumer news stories on buying and selling. Regular writers include Hugo Tugman on home improvements, Victoria Summerley on city life and Stephen Pritchard on mortgages. Our must have overseas property supplement runs monthly with a closer look into the international market.



The facts

.property

Editor - Christian Broughton

19% of Independent readers are looking to move house in the next 6 months

Nearly **half** of Independent readers have a mortgage



.education & careers

The Independent's unique weekly supplement that explores the relationship between learning and earning. With comment, analysis and advice from industry leaders as well as recent graduates, .education & careers attracts a wide audience of readers in the education community. It focuses on all levels, from primary to higher and further education.

The regular .postgraduate special and column offers the perfect platform for advertisers wishing to reach students, parents, teachers and adults looking to expand their skill base. In addition, advertisers have the opportunity to book into our Pan-European network into prestigious papers such as 'Le Monde', 'Corriere Della Sera', 'El Pais' and 'The Irish Times'.

"Our aim in the Education supplement is to entertain and inform our readers, and to present serious debates to an audience of professionals, parents and teachers."

LUCY HODGES, Editor



The facts

.education & careers

Editor - Lucy Hodges

72,000 students read The Independent

Nearly **half** of all readers are graduates

14% of readers plan to move jobs in the next six months

Independent readers are **more than twice** as likely to be working in education

(Index 270)

Source: NRS Apr 06 - Mar 07



Arts & Books Review

This creative and cutting-edge supplement runs with regular features for film, music, theatre and books.

It provides readers with a weekly dose of entertainment, which forms an integral part of their lifestyle in a digestible format.

"This is a serious but lively cultural supplement embracing diverse areas of the arts and uniting them with a classic design and a strength of writing and expertise which ensures a bold cultural statement each week."

DAVID LISTER, Arts Editor



The facts

Arts & Books Review

Editor - David Lister

Music Editor - Andy Gill

Books Editor - Boyd Tonkin

66% of Independent readers consider themselves interested in the arts

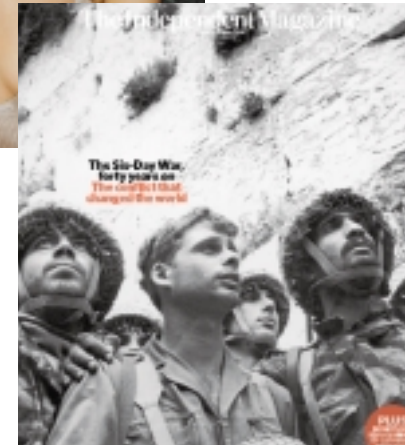
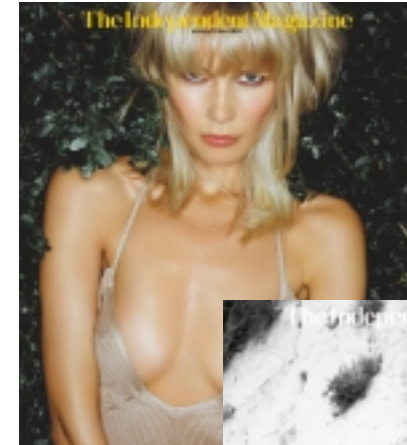


The Independent Magazine

It is targeted unashamedly at an intelligent readership, with a variety of features each week that include celebrity interviews, current affairs, art or photographic exhibitions. These are all combined with a mix of games and crosswords, weekly contributors and regular lifestyle columns.

Regulars range from columns by Will Self and Christopher Hirst to fashion from Susannah Frankel, gardening with Anna Pavord and recipes from Mark Hix of the world famous Ivy restaurant.

New additions such as 'How do I look', 'Heroes and villains' and the Gadgets page round off a package which inspires all weekend. *The Independent Magazine* also produces dedicated 'Special Issues' each year, with the whole issue given over to one theme. These include Food & Drink, Travel, Fashion and Christmas Gifts.



The facts

The Independent Magazine

Editor - Laurence Earle

Total Readership: 704,000

Male Bias: 57%

Social Grade ABC1: 87%

Aged under 45: 53%

Married/Living as married: 77%

Average personal income: £28,606

Have children (under 16): 28%

Live in SE/London: 53%

Source: NRS Apr 06 - Mar 07



The Independent Traveller

Our Saturday travel pull-out is a comprehensive guide packed with the latest travel advice and hottest destinations. Broad thinking in its editorial and featuring both well-known and off-beat places to go, it offers both in-depth and insightful knowledge. With features such as 'A Complete Guide to' and '48 hours', readers are given a detailed and thorough view highlighting where to stay, what to do, what to listen to and what to see.

"Since its inception, the travel section has devised its own agenda, creating much imitated strands such as the 48 Hours city guides and Complete Guides on an eclectic range of travel topics."

SIMON CALDER, Editor



The facts

The Independent Traveller

Editor – Simon Calder

Independent readers are frequent travellers – **60%** go on two or more holidays a year

They are adventurous – **over half** of all readers prefer to take holidays off the beaten track

89% of Independent readers agree with the statement 'I like the idea of travelling abroad'

Over half of all readers have used the internet to book flights or holidays

Source: TGI Apr 06 – Mar 07



.save & spend

Our personal finance supplement, covering a wide range of topics from mortgages, loans and credit cards to savings accounts, pensions and investments. Written with *The Independent* reader in mind, and featuring David Prosser's award winning column, it enables readers to get the best possible deal for their money. Regular columnists also include Rosie Millard and Sean O'Grady.



The facts

.save & spend

Editor – Sean O'Grady

Over half of all readers of *The Independent* have an ISA

38% of readers have made changes to their financial arrangements in the last 12 months

Over a third of readers have stocks or shares

Over half of all readers have a mortgage



The Information

'The essential guide to going out and staying in' - *The Information* is targeted at young, urban professionals who want to make the most of their leisure time. Every Saturday this 68 page entertainment and listings supplement features '50 of the best', ranging from the 50 best places to eat al fresco, to the 50 best bathrooms essentials and the 50 best home computers.

As well as publishing full 7 day tv, satellite and radio listings which reflect its national distribution, *The Information* also contains reviews and details of what's showing in the arts, books, film, music, clubs, comedy, and much more.

"The pick of the country's arts and entertainment events in a compact form. The weekly "50 Best" survey is one of the only genuine cut-out-and-keep sections of any daily newspaper."

STUART PRICE, Co-Editor



The facts

The Information

Editor - Stuart Price

Total Readership: **660,000**

Male Bias: **59%**

Social Grade ABC1: **88%**

Aged under 45: **53%**

Married/Living as married: **78%**

Average personal income: **£27,374**

Have children (under 16): **21%**

Live in SE/London: **52%**

Source: NRS Apr 06 - Mar 07



The Independent On Sunday

Re-launched as a new compact in June 2007, the new Independent on Sunday contains everything you need on a Sunday and nothing you don't. It retains all the quality journalism and in-depth analysis our readers are used to but in a much more compact format. All news, reviews, travel and sport is contained in the main section with the pull out Business on Sunday and the New Review, our groundbreaking Sunday magazine packed full of fashion, food and features.

"I don't expect The Sunday Times to be looking at their declining circulation and thinking: 'this is really going to hurt us'. This is about bringing new people into the market - a new generation of reader."

TRISTAN DAVIES, IOS Editor



The facts

The Independent On Sunday

Editor - **Tristan Davies**

Total Readership: **643,000**

Male Bias: **56%**

Social Grade ABC1: **87%**

Aged under 45: **63%**

Married/Living as married: **67%**

Average personal income: **£25,781**

Have children (under 16): **27%**

Live in SE/London: **50%**



The New Review

The New Review is a part of the 'World's best designed newspaper'. It has always been renowned for its strong reportage, news features and cultured outlook. Over time The Review has developed into a more rounded product, reflecting the changing needs of Sunday readers, whilst still holding true to its core values...black and white reportage photography and current affairs stories sit happily alongside features on Jean Paul Gaultier or the Bollywood invasion. It combined the following sections, making it a more compact and user-friendly read:

- Review features the latest on celebrities, parties and trends as well as a regular column by Vicki Woods.
- Arts & Books usually contains a leading media feature as well as literature reviews
- Living features fashion, beauty, food, motoring and gardening. Regulars include recipes by Skye Gyngell of Petersham Nurseries and restaurant reviews by Terry Durack
- 7-day TV guide



The facts

The New Review

Editor - Bill Tuckey

Total Readership: **643,000**

Male Bias: **56%**

Social Grade ABC1: **87%**

Aged under 45: **63%**

Married/Living as married: **67%**

Average personal income: **£25,781**

Have children (under 16): **27%**

Live in SE/London: **50%**

Source: NRS Apr 06 - Mar 07



Business On Sunday

The Sunday business pull out contains all current business and media news plus all you need to know about the world of finance. Top news reporting and analysis for example on endowments, the housing market, or pensions, caters for the needs of our readers. It also contains regular case studies to offer more detailed information.

"The IOS business section is aimed at urban professionals, who would be computer literate, socially aware and aspirational. We tend to concentrate on issues that would appeal to someone who sees business in its broadest context - from running a hedge fund to managing a health service trust. We take an international perspective, as in business Britain is not an island, and like to promote creativity and innovation."

JASON NISSE, Editor



The facts

Business On Sunday

Editor - Jason Nisse

74% of IoS readers say that they are more aware of personal finance than they used to be

85% of readers have one or more credit cards

43% have a personal pension plan



Travel on Sunday

The Compact Guide to the World, the travel section covers all the latest destinations and locations for the discerning traveller. Written with the freethinking traveller in mind this guide covers everything from jet-set travel, city breaks, hotel recommendations and adventure travel, countries, regions or types of holidaying. Our Sunday travel section aims to inform and inspire.



The facts Travel On Sunday

Over half of IOS readers say they have a keen sense of adventure

Half say they prefer holidays off the beaten track

27% of readers say they would never think of taking a package holiday



Online

The Independent's website includes stories from The Independent and Independent on Sunday plus extra content such as breaking news, podcasts, blogs, games and competitions. Alongside the latest news from the UK, Europe and around the world, the editor's choice column highlights some of the best content to be found across the site. Channels include news, comment, environment, sport, travel, living, arts, education and money.

An extensive range of exciting online commercial opportunities are available to clients, such as audio and video podcasts, microsites, competitions and games. Please contact our online team to find out more.

"The Independent Online works as a dynamic extra edition to the newspaper. It delivers independent values and interpretation to a loyal audience around the world. To our UK users, it provides the section-by-section opportunity to catch up on their specific interest, whether that's the Environment, Everton or Education."

MARTIN KING, Online Editor



The facts

The Independent Online

- Duplication between the website and The Independent newspapers is **42%**
- 77%** of users visit the website without using a search engine
- 51%** visit the site 5+ days a week
- 93%** buy online
- 86%** bank online
- Average items bought online per month is **4.7**
- Average online monthly spend is **£123**

Source: The Independent Online Survey Jun 07



NEWS/BUSINESS/SPORT

Independent On Sunday	Mono	Colour	Mono	Colour
Display	scc	scc	page	page
Specified Position	£44	£70	£9,380	£14,484
Run of paper	£42	£64	£8,570	£13,050

SPECIAL POSITIONS

	Mono	Colour		
	scc	scc		
Page 3	£100	£100		

BUSINESS ON SUNDAY

	Mono	Colour	Mono	Colour
	scc	scc	page	page
Run of section	£42	£64	£8,570	£13,050

TRAVEL ON SUNDAY

	Mono	Colour	Mono	Colour
	scc	scc	page	page
Front Page		£108		
Run of section	£42	£64	£8,570	£13,050
Back Page		£98		

SUNDAY MAGAZINES

	Mono	Colour
	page	page
The New Review	£8,570	£13,050

THE NEW REVIEW

Page	£10,000
Double page spread	£20,000
Inside front cover	£12,000
Inside back cover	£11,000
Outside back cover	£13,000
Page front half	£11,000
First right hand page in issue	£12,000
Double page spread front half	£22,000
First double page spread in issue	£24,000

INSERTS

The New Review	
Loose 2-8 pages	£25 per thousand
Loose 10-16 pages	£35 per thousand
Loose 16+ pages	£45 per thousand
Bound-insert 2-16 pages	£45 per thousand

Gummed Cards

Gummed Card Page	£11,000
Gummed Card	£45,000*

*Available only to advertisers taking the page to which the card is gummed.



NEWS/BUSINESS/SPORT

Independent On Sunday

	Mono	Colour	Mono	Colour
Display	scc	scc	page	page
Specified Position	£44	£70	£9,380	£14,484
Run of paper	£42	£64	£8,570	£13,050

SPECIAL POSITIONS

Page 3	£85	£85		
First colour site after page 3	£80	£80		
Fixed day +10%				

MEDIA WEEKLY/MOTORING/PROPERTY/EDUCATION & CAREERS/ARTS & BOOKS

The Independent (Monday-Friday)

	Mono	Colour	Mono	Colour
	scc	scc	page	page
Run of section	£42	£64	£8,570	£13,050

SAVE & SPEND/THE INDEPENDENT TRAVELLER

The Independent (Saturday)

	Mono	Colour	Mono	Colour
	scc	scc	page	page
Front Page		£108		
Run of section	£42	£64	£8,570	£13,050

THE INDEPENDENT MAGAZINE

(Saturday)

Double page spread	£20,000
Page	£10,000
Half Page	£5,000

SPECIAL POSITIONS

Inside front cover	£12,000
Inside back cover	£11,000
Outside back cover	£13,000
Page front half	£11,000
First page issue	£12,000
First right hand page in issue	£24,000

THE INFORMATION

(Saturday)

Run Of Magazine	
Double Page Spread	£20,000
Page	£10,000
Half Page	£5,000

SPECIAL POSITIONS

Inside front cover	£12,000
Inside back cover	£11,000
Outside back cover	£13,000
Page front half	£11,000
First page in issue	£12,000
First right hand page in issue	£12,000
Double page spread front half	£22,000
First double page spread in issue	£24,000
Strip on bottom of T.V Page (13mm x 5 col)	£750

INSERTS

The Information & Independent Magazine

Loose 2-8 pages	£25 per thousand
Loose 10-16 pages	£35 per thousand
Loose 16+ pages	£45 per thousand
Bound-in insert 2-16 pages	£45 per thousand

*Available only to advertisers taking the page to which the card is gummed



Standard advertisement types booked as	Type	Dimensions	Formats*	Max file size	CPM Run of Site	CPM Channel specific
	Banners	468 x 60	Gif or Flash	25k	£22	£25
	Leaderboard (super banner)	728 x 90	Gif or Flash	30k	£35	£40
	Sky	120 x 600	Gif or Flash	30k	£24	£28
	MPU	300 x 250	Gif or Flash	30k	£45	£52
	Button (wide)	160 x 60	Gif or Flash	15k	£17	£20
Non-standard advertisement types	Type					
	Expandables		Price on Application			
	Overlays		Price on Application			
	Microsites		Price on Application			
	Advertorials		Price on Application			
	Competitions		Price on Application			

*It is recommended that all Flash files should be published in Macromedia Flash 6 or earlier

Effective 1 August 2007

Contacts

Jo Barratt - Commercial Director/Independent New Ventures
020 7005 2038
j.barratt@independent.co.uk

For all Display Advertising and Sponsorship solutions contact:

Stuart Keith - Senior Online Account Manager
020 7005 2344
s.keith@independent.co.uk

Mindy Basra - Online Account Manager
020 7005 2335
m.basra@independent.co.uk

EDUCATION

	Mono	Colour	Day
	scc	scc	
Schools Recruitment	£30	+15%	Thursday
Independent Schools	£30	+15%	Thursday
Courses	£50	£60	Thursday
Higher Education Recruitment	£25	£35	Thursday

MBA

	Mono	Colour	Day
	scc	scc	
Classified	£62	£72	Tuesday/Thursday/Sunday
ROP	£102	£112	Thursday

MEDIA WEEKLY & RECRUITMENT

	Mono	Colour	Day
	scc	scc	
Classified	£52	£62	Thursday(REC)/Monday(MW)

GENERAL

	Mono	Colour	Day
	scc	scc	
Lifestyle	£27	£35	Saturday & New Review
B2B	£31	£36	Tuesday & Sunday
Legals	£42		Monday - Saturday
Entertainment Listings	£2.40 per line		Monday - Saturday
Entertainments	£27	£35	Arts & Books (Fri) Info (Sat), Sunday
Personal (Chatlines)	£28	£35	Saturday & Sunday

TRAVEL

	Mono	Colour	Day
	scc	scc	
Classified	£41 £10.50 per line	£53	Independent & Travel On Sunday (Sat) (Sun)

PROPERTY

	Mono	Colour	Day
	scc	scc	
Classified	£26 £25 per line	£32	Wednesday Supplement & Sunday

MOTORING

	Mono	Colour	Day
	scc	scc	
Classified	£22	£28	Tuesday Supplement



PRINTING PROCESS: Coldset Web offset 45gsm newsprint
SCREEN ANGLE MONO: 45°
ADS SENT ADVERTS: Print at 100 LPI
COLOUR SCREEN RULING: 100 LPI
COLOUR / MONO CT RESOLUTION: Scitex Res 8 / 200dpi
LINE WORK RESOLUTION: 1016 DPI / 40ppm
DOT SHAPE: Round
MINIMUM / MAXIMUM DOT: 5% to 90%
DOT GAIN AT 40% CMYK: 35% at 40% : 22% at 80% tone
UCR / GCR MAXIMUM INK DENSITY: 230% maximum
ADS MONO OR SPOT ADVERTISEMENTS ONLY
 Must be encapsulated in ADS - (Artwork Delivery System)

Maximum Black
 Cyan :.57 Magenta :.45 Yellow :.44 Black :.97

Supplied Proofs
 Only Digital Newsprint to Independent print specification

Supplied Image format
 CMYK EPS illustrations with fonts outlined & embedded, with a minimum typeface of 5pt.

Display Colour to Keenes, via
 CD-Rom / ISDN transmission / E-mail with hard copy or fax visual.

Display Mono and Classified Colour/Mono to The Independent, via
 ADS ISDN / E-mail

THE INDEPENDENT & THE INDEPENDENT ON SUNDAY

DISPLAY COPY SIZES

Page340mm x 262mm
 DPS (INC GUTTER)340mm x 542mm
 Fireplace - 12 columns width (INC GUTTER)466mm
 Fireplace - 8 columns width (INC GUTTER)314mm
 Gutter18mm

DISPLAY COLUMN MEASURES

1 column34mm 5 column186mm
 2 column72mm 6 column224mm
 3 column110mm 7 column262mm
 4 column148mm

CLASSIFIED COPY SIZES

Page320mm x 262mm

CLASSIFIED COLUMN MEASURES

1 column31mm 5 column163mm
 2 column64mm 6 column196mm
 3 column97mm 7 column229mm
 4 column130mm 8 column262mm

DISPLAY COLOUR COPY - SENT VIA KEENE REPRO:

Repro Charges will apply to all Display Colour Advertisements.
 Preferred format for digital supply is QuarkXpress with all files supplied as separate elements.

All scans should be (Res 8/203 dpi) and be in CMYK colour space, with no layers or alpha channels. Scans to be supplied as Tiff or EPSF. Do not send JPEG or DCS files. Do not use Pantone or Focaltone colour in layouts.

UCR should not exceed 230 (total ink weight), and adjusted for coldset printing, because of the coldset printing process, certain images may still require adjustment by us to conform with our Newspaper specifications. Other files will be profiled to ensure correct UCR and resolution. If colour critical, a colour proof must be supplied with clear instructions to colour manage - a charge will apply.

When supplying files please use the naming structure below so that your files can be located quickly upon receipt.

**Advertisement Name & Insertion Date
 For Example: Boots_23_03_07.

Files sent digitally must be accompanied with a confirmation fax, sent to:- Keenes (020) 7490 8736.

CLASSIFIED COLOUR COPY - SENT DIRECT TO THE INDEPENDENT:

All advertisements must be encapsulated with fonts embedded/ outlined. Files types accepted include:- PDF, ADS, Illustrator EPS.

All advertisements must be within the CMYK colour space

MONO COPY - SENT DIRECT TO THE INDEPENDENT:

Advertisements must be encapsulated with fonts embedded/ outlined. Supplied via iSDN or ADS format to Transmission Manager. Alternatively adverts can be supplied on CD/Zip disc in the same eps format.

We Do Not Accept Film or Quark collected jobs with font folders

Image resolution: 240dpi. Linework: 1016dpi.

Dot gain adjusted for 35% in 40% tone, 20% at 80%.

Scans must be TIFF/EPS.

Do Not Supply scans as RGB, DCS or JPEG type compressed.

Document size must be that of the space booked plus 3mm bleed if required.

**All mono / colour CLASSIFIED advertising
can now be supplied direct to The Independent**

**UCAS Clearing:- All colour must be supplied through
Keene Repro at no extra charge.**

FRIDAY - ARTS AND BOOK REVIEW

SATURDAY - TRAVELLER IOS - ABC MAGAZINE

DISPLAY COLUMN MEASURES

1 column36mm 4 column156mm
 2 column76mm 5 column196mm
 3 column116mm 6 column237mm
 Display Page (TYPE AREA) 312mm x 237mm
 Display DPS (TYPE AREA) 312mm x 502mm

CLASSIFIED COLUMN MEASURES

1 column27mm 5 column147mm
 2 column57mm 6 column177mm
 3 column87mm 7 column207mm
 4 column117mm 8 column237mm
 Classified Page (TYPE AREA) 300mm x 237mm

Bleed advertisements are available for

Friday Arts and Book Review

Saturday Traveller

IOS ABC Magazine

Please contact Independent Production for details

TRANSMISSION

Keene Repro - ISDN Tel: 020 7251 1370
 Tel: 020 7608 0811
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