

yogga

SCOTLAND



Advertise to reach our membership

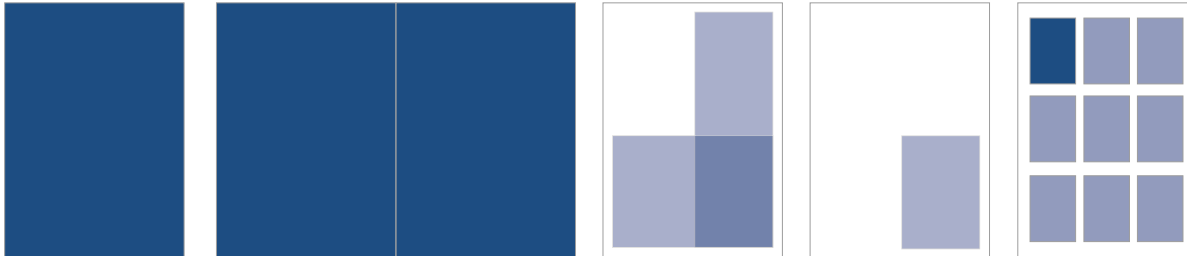
Yoga Scotland is a registered charity and has been at the heart of the yoga community in Scotland for over 40 years and we're proud to continue our mission of helping and guiding each person who practises yoga to this day. We seek to help everyone gain greater knowledge and understanding of all aspects of yoga, from the physical poses and breathwork most people associate with yoga to the deeper practices of meditation and the underpinning philosophy.

Yoga Scotland magazine is sent to all members; we have a network of over 400 qualified, registered and insured teachers. We are recognised as the Governing Body for Yoga in Scotland by SportScotland and a CIMPSA Training Partner.



Ratecard

Yoga Scotland magazine is an A4 saddle-stitched publication mailed to our membership in spring and autumn each year. Series booking is recommended for the best deals and positions.



FULL PAGE Display: 210mm x 297mm Bleed: 216mm x 303mm	DOUBLE PAGE SPREAD Display: 420mm x 297mm Bleed: 426mm x 303mm	HALF PAGE Landscape: 183mm x 130mm Portrait: 88mm x 267mm	1/4 PAGE Portrait: 88mm x 130mm	CLASSIFIED 56.5mm x 82mm
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YOGA SCOTLAND ADVERTISING RATES

Double Page Spread	£160	Quarter Page	£50
Full Page	£90	Classified	£35
Half Page	£60	Special positions (OBC etc)	£140

Agency discount -10% • Inserts available on request.

Here's your guide to our artwork specifications, submission and delivery

For artwork under 7MB, the preferred method of delivery is email. Artwork should be sent to caroline.phipps-urch@yogascotland.org.uk

Files greater than 7MB can be sent via wetransfer.com to caroline.phipps-urch@yogascotland.org.uk or by FTP by arrangement.

When supplying full page adverts, please ensure any text is at least 10mm away from the gutter and page edges to avoid any obscured or trimmed text

RECOMMENDED FILE FORMATS

- Use Adobe InDesign or Adobe Illustrator to design your advert.
- Placed images must be no smaller than 300dpi at 100%.
- Please place TIFF (no ZIP, LZW or JPEG compression) or EPS files.
- Save all placed images as CMYK.
- Please use the colour profile: 'Coated FOGRA39
- (ISO 12647-2:2004)' for all magazine work. Unless you use our recommended colour profile listed above, embedded and tailored colour profiles are not supported.

We cannot accept responsibility for exact colour reproduction.

- Adobe Illustrator files must have fonts converted to outline.
- If your advert is a full page advert, you must provide a 3mm bleed and crop marks on all sides. A bleed is not required for half page or quarter size adverts.
- Export your document PDF as PDFX/4:2008.

THINGS TO AVOID

- We do not recommend supplying the artwork as an Adobe Photoshop file as we cannot guarantee the quality of reproduction, especially where text is concerned.
- Please do not use spot colours or RGB colours. JPEGs are not suitable as placed images, as the quality degrades after every save.
- Please try to avoid saving your PDF as PDFX-1a. This is a dated format which flattens all transparency and can sometimes create unwanted hairlines on the finished artwork.
- When using large areas of black body text, please do not use a four-colour black as it can sometimes appear brown

when below a certain point size. Please stick to the default 100% black.

DISCLAIMER

We will review your artwork when it comes through, and check that the guidelines listed above have been applied. We will let you know if we have any concerns regarding the quality of artwork and will give you the opportunity to resupply. If you choose not to replace your artwork, then we cannot be held responsible for reproduction where artwork is not supplied to the required standard.

ALL ARTWORK SUPPLIED SHOULD INCLUDE:

- a flightcheck report
- a job sheet confirming size, month of publication and sender's contact details

