

Leaflet Specification for Round & About Magazine

A4 finished size:

It needs to be open size of 297 x 210mm when trimmed at stitching stage.

When producing your leaflets for the printer you need to be sure you follow the guide below:

	5 mm BLEED (Head Trim)		
			7mm – 10mm lap includes bleed
	←5mm bleed all round		
	BLEED – not essential on the tail		

The bleed to the top, bottom and sides will trim off with the book. Make sure that the image you require is within these lines. Same applies for below; make sure no image required goes into the head trim.

DL finished size

5mm Head Trim (Bleed)	5mm Head Trim (Bleed)	5mm Head Trim (Bleed)
95mm	105mm	97mm
<p>This folds forward second to form the front page and leave an ideal binding pick up lip</p>	<p>← Centre stitching point</p>	<p>This folds forward first and leave enough room at the centre stitching point to stitch</p>

Leaflets need to be supplied to us trimmed (with bleed and lap allowances intact), folded and turned in at least 250's. Carton packed and clearly marked for ROUND & ABOUT (MONTH)