

GP HEALTH GUIDE



YOUR COMMUNITY HEALTH
& LIFESTYLE MAGAZINE

Sponsored by

St John
Ambulance



2021/2022
MEDIA PACK

Featured in this issue

**Understanding
Arthritis**

Stop Smoking

by Quit



First Aid

by St. John
Ambulance

St John
Ambulance



Healthy Eating

by British Heart
Foundation



**Catch the Silent
Killer**

BREAST CANCER CARE

by Breast Cancer Care



gphealthguide.co.uk



PRODUCTION INFORMATION

Supplying Artwork

The following can be accepted:

1. High Resolution, Print-quality PDF (Note: with Registration set to OFF).
2. QuarkXpress (v.8.5) Document (Note: save in a 'single language format', DO NOT save as 'Passport Version').
3. Adobe Illustrator (v.10 or CS5) EPS file (NB: all fonts and graphics must be embedded).

IMPORTANT

- * All images supplied must be in 300dpi+ and saved as CMYK files (not RGB).
- * TIFF files must be saved with no compression.
- * Save Photoshop EPS images as: (Preview) Macintosh – 8 bits/pixel (Encoding) Binary with NO options checked.

Production:

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 Cavendish House
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 Irene West, Sales Manager
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- A4 Gloss Publication
- Gloss art cover 170 gsm
- Gloss inner pages 100 gsm
- Saddle stitched cover

Advert Dimensions:

| Size | Height x Width |
|----------------------|-----------------|
| A Quarter Page | 136.5mm x 87mm |
| B Half Page | 136.5mm x 178mm |
| C Full Page | 277mm x 190mm |
| D Double Page Spread | As C x 2 |

Introduction

We are delighted that you have chosen to advertise in this award winning magazine. Please take the time to read through this document carefully; it contains all the relevant information you require to create the correct print ready artwork. Should you require any additional details, email us at: irene@macromediauk.com

Virtual Guide

A Virtual Guide of the latest G.P. Health Guide (generic edition) is always available.

Online Presence

Our widely promoted fully interactive website www.macromediauk.com is constantly updated by our inhouse webmasters and contains important medical articles from many prominent authors. Among its many features are: Healthcare TV (This is where we host a wide range of topical videos, which we welcome from both our advertisers and relevant authorities), NHS updates, Charity Helplines, a Blog sector, our latest campaigns and of course a host of our relevant advertisers.

File Information

File Format

High resolution PDF files are preferred but we also accept Quark, InDesign, Illustrator, Photoshop and Word files.

- All high-resolution images must be embedded.
- Images must be CMYK, TIFF, EPS or JPEG with a resolution between 300 and 450dpi. If using JPEG compression please ensure that the highest quality setting is used.
- Resolution of 1-bit images (either regular images or image masks) should not be below 550dpi.
- CMYK files only. No spot colours.
- OPI (Open Pre-press Interface) comments are not acceptable within the PDF file.
- All fonts must be embedded.
- A PDF file must not contain white text set to overprint.
- The file must not contain black text smaller than 12 points that is set to knockout.
- The file should not contain text that is smaller than 5 points or text that is smaller than 9 points and coloured with more than 2 colour separations.
- The PDF file must not contain annotations that are set to print.

It is the file creator's responsibility to ensure that overprint settings with the file are correct. The printer will honour whatever overprint settings are included in the file and black will overprint or knockout depending on what the instruction is. Some proofing systems do not reliably show overprint, therefore we cannot be held responsible for an incorrect print despite any proofing that we may decide to carry out.

File Submission

Artwork can be supplied:

- On a CD
- Via email (maximum 8MB)
- Uploaded to our FTP site (FTP details available upon request)
- Uploaded to your FTP site if you provide access instructions
- Uploaded to a free file transfer website, for example www.yousendit.com

QR Code



Advertisers now have the opportunity of including QR Codes as the samples above, on all advertising, allowing all smartphone users direct access to your chosen link such as shown below.

Front Cover Magnet:

We are also able to include a QR Code alongside a front cover magnet, as well as indicating the page of your advertisement.

The information input on the QR Code can be scanned for access to any of the following:

A. Chosen Web page (URL)

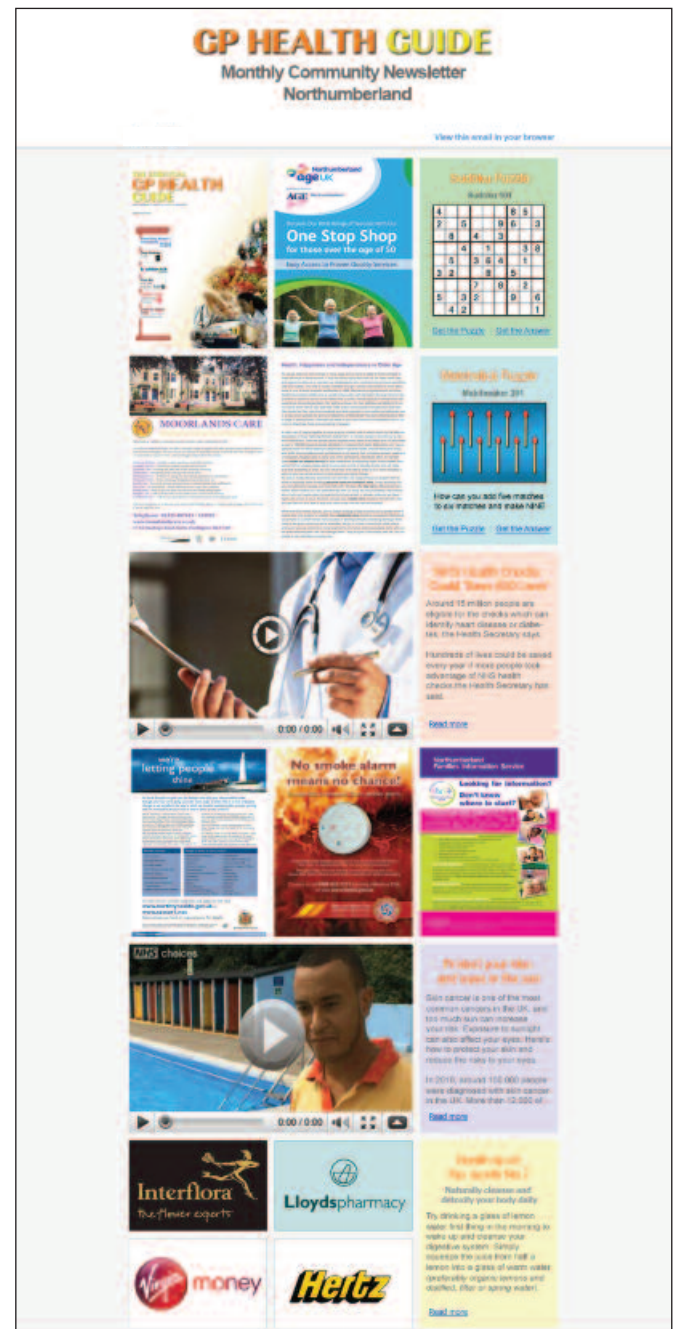
B. Email Us

C. Phone Us

D. Send SMS

Monthly Newsletter Facts

- Available in over 85 Regions
- Available to over 60% of all households
- Great read for all the family as they include:
- Topical articles
- The latest health & wellness news,
- Advertorials
- Local services
- Interesting video links
- 6 or 12 Months Subscriptions Available
- Change your copy for any month
- Free video inclusion
- We will create your own professional video at unbelievable rates
- Cost effective way to reach the community
- Big discounts for combined Magazine & Newsletter advertising
- Our links increase your click through rates and improve your SEO



ADVERTISING RATES

Each edition has 3 print runs.

Rates below include:

- Fully downloadable guide from website.
- Advert & Link inclusion on our websites.
- Editorial & Feature inclusion will be given consideration upon request.
- The opportunity to change your copy in any print run, subject to deadlines.
- Front Cover Magnet position available (P.O.A.)

AREA ADVERTISING

| | £ |
|------------------------------|-------|
| Quarter Page | 795 |
| Half Page | 1,095 |
| Full Page | 1,395 |
| Double Page Spread | 2,795 |
| Inside Front Cover | 1,795 |
| Inside Back Cover Including | 1,795 |
| Outside Back Cover including | 1,795 |

MONTHLY NEWSLETTER SUBSCRIPTIONS

| | |
|--|-------|
| Full Page Advert 12 Months | 1,200 |
| Full Page Advert 6 Months | 695 |
| Half Page Advert 12 Months | 595 |
| Half Page Advert 6 Months | 350 |
| Professional Video Creation (60 - 90 secs) | 195 |

Premium Positions:

Guaranteed Positions and non quoted sizes: add 10%

Front Cover opportunities and sponsorships available