

Print edition specifications

for The Economist Newspaper

From 23rd March 2024 issue onwards

The Economist Group

Print edition specifications

- PDF 1.3 format using the latest Pass4Press specifications (see <https://www.ppa.co.uk/resources/production>) based on the internationally recognised PDF/X-1a format [ISO 15930-1:2001].
- Full-page or double page advertisements should be produced from the final PDF file only.
- *The Economist* recommends a maximum ink weight limit of 300%.
- All PDFs must have a trim box, as well as trim marks. Please add 3mm bleed on all sides if required.
- All graphics must be supplied as 300 ppi continuous tone or 2400 ppi bitmap files.
- Fonts to be supplied as embedded Type 1 PostScript fonts. We cannot accept Multiple Master fonts or instances.
- **Four colour guides:** *The Economist* recommends the use of colour profiles based on the FOGRA 45L characterisation data set such as PSO_LWC_Improved_eci.icc ([available here](#) - ECI Offset 2009.zip) OR for US-produced files we recommend colour profiles based on the CGATS21-2-CRPC5 characterisation data set such as SWOP2013C3_CRPC5.icc ([available here](#)).
- **Spot colour:** *The Economist* can only accept advertisements supplied out of CMYK process colours.
- **Supplied Color Proofs:** If you would like to supply a hard copy proof (optional) to be used for colour guidance on press – please reach out to the Production Team (contact information below).
- **Method of PDF1.3 file delivery:** <https://economist.specle.net/uk/the-economist-newspaper>
This is a free pre-flighting and file delivery system for The Economist Group.

Dimensions: Display Advertisement

Type material or other illustrative material must be kept 10mm within quoted trimmed size on all four sides.

Depth dimensions are given first.

Display Advertisement Production Contacts-Technical and Advertisement

Worldwide ex North America:

Katy Morgan—Senior Advertising Production Executive

E-mail: katymorgan@economist.com

North America:

Brandy Ritenour—Head of Production & Distribution,
North America

E-mail: brandyritenour@economist.com

Deb Barr—Production Coordinator, North America

E-mail: deborahbarr@economist.com

	mm	inches
Bleed spread (inc. bleed)	273 x 406	10 ¾ x 16
Trimmed spread	267 x 400	10 ½ x 15 ¾
Bleed page (inc. bleed)	273 x 206	10 ¾ x 8 ⅛
Trimmed page	267 x 200	10 ½ x 7 ⅞
Half-page horizontal	118 x 180	4 ⅝ x 7 ⅙
Half-page vertical	240 x 88	9 ⅞ x 3 ⅞
Half-page DPS under Letters	118 x 380	4 ⅝ x 15
Half-page bookends in Letters	250 x 86	9 ⅞ x 3 ⅞
Quarter page	118 x 88	4 ⅝ x 3 ⅞

Dimensions: Executive Focus (front of book) and Classified (back of book)

Type material or other illustrative material must be kept 10mm within quoted trimmed size on all four sides.

Depth dimensions are given first.

Exec Focus & Classifieds-Production Contacts-Technical and Advertisement

Executive Focus and Classified:

Worldwide:
Nick Ormiston—Advertising Production Executive
E-mail: nickormiston@economist.com

	mm	inches
Full page	235 x 180	9 ¼ x 7 ⅛
Half page horizontal	115 x 180	4 ⅞ x 7 ⅛
Half page vertical	235 x 88	9 ¼ x 3 ⅞
Quarter page	115 x 88	4 ⅞ x 3 ⅞
Single column width*	42	1 ⅝
Double column width*	88	3 ⅞

*Classified (back of book) only

Thank you

The Economist Group