



BDJ Portfolio Journals

# PRINT SPECIFICATIONS

Requirements for display and classified advertising, inserts and outserts

ADVANCING  
**DISCOVERY**

# Contents

This document contains the specifications for display advertising, classified advertising, and inserts/outserts for the BDJ Portfolio Journals. Discover the advertising sizes available from the appropriate section, and take note of the technical specifications and other details on page 3.

## General information

- 3 Technical specifications
- 3 Proofs
- 3 Production contacts
- 3 Further information

## Display advertising

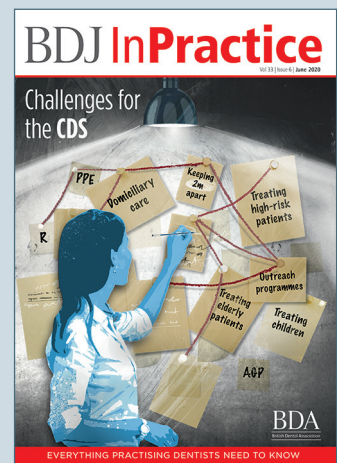
- 4 Display advertising available, with dimensions

## Classified advertising

- 5 Classified advertising available, with dimensions

## Inserts and outserts

- 6 Insert samples
- 6 Inserts and outserts available, with dimensions
- 9 Delivery instructions



Although we make every effort to ensure that the specifications in this document are accurate, they can be subject to change. Therefore, please check the specifications with us before sending any material for design or print.

Document version 3.0 (2021.07)

# General information

## Technical specifications

Artwork should be supplied in PDF format. To ensure good reproduction of your artwork please supply a PDF to PDF/X-1a standard. If this is not possible, supply a standard CMYK, high resolution PDF (at least 300dpi), with all fonts and images embedded. Ensure that bleed is included and clearly shown with bleed marks.

- PDFs should not use any passwords or security options
- Artwork should be pre-flattened so there are no transparent objects in the supplied file
- Full page advertisements must have a bleed of 3.175 mm
- Should not exceed ink density of 300%

### Colour

- All files must use a CMYK or greyscale colour space
- No spot colours should be used
- No colour management, ICC profiles or Lab colour should be used

### Images

- Images should be no less than 300dpi
- Images must be CMYK or greyscale

## Proofs

For best colour reproduction you must supply an accurate colour proof. Send via conventional mail to your production contact. For display adverts, send to Ann Rees; for inserts and outserts, send to Natalie Smith (see box). The proof must have been created from the same digital files as those supplied to us. For monochrome advertisements, a laser print is sufficient.

## Further information

For further information, help and advice on any aspect of digital production contact:

### Jason Rayment

Tel: +44 (0)20 7843 4807  
jason.rayment@springernature.com

## PRODUCTION CONTACTS

Production staff working on BDJ Portfolio Journals:

### At the London office:

Springer Nature Limited,  
The Campus, 4 Crinan Street,  
London, N1 9XW, UK.

*For display advertising, contact:*

#### Ann Rees

Tel: +44 (0)20 7843 4726  
a.rees@springernature.com

*For classified advertising, contact:*

#### Jason Rayment

Tel: +44 (0)20 7843 4807  
jason.rayment@springernature.com

*For inserts/outserts, contact:*

#### Natalie Smith

Tel: +44 (0)20 7014 6878  
natalie.s@springernature.com

# Display advertising

The *British Dental Journal* is perfect bound, whereas *BDJ in Practice* is saddle-stitched. Both journals are printed in a portrait format at a trimmed page size of 210 mm × 297 mm (A4). See below the advert sizes available and their dimensions.

Please supply with an extra 3.175 mm of bleed for all adverts that run to the edge of the page. Also ensure that all text and logos are placed no closer than 10 mm from the trim. See page 3 for technical specifications.

## Full page trim



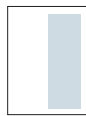
Trim size (width × height)  
210 mm × 297 mm

## Double page spread



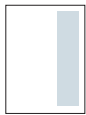
Trim size (width × height)  
420 mm × 297 mm

## Half vertical



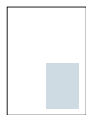
Advert size (width × height)  
89 mm × 274 mm

## Third vertical



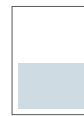
Advert size (width × height)  
57 mm × 274 mm

## Quarter vertical



Advert size (width × height)  
89 mm × 131 mm

## Half horizontal



Advert size (width × height)  
181 mm × 131 mm

## Third horizontal



Advert size (width × height)  
181 mm × 90 mm

## Quarter horizontal



Advert size (width × height)  
181 mm × 63 mm

# Classified advertising

The *British Dental Journal* is perfect bound, whereas *BDJ in Practice* is saddle-stitched. Both journals are printed in a portrait format at a trimmed page size of 210 mm × 297 mm (A4). Please see below the advert sizes available for BDJ. Note that for *BDJ in Practice*, the advert sizes are limited to Full page, Quarter vertical and, for column-width sizes, 7 × 2 and 5 × 2 only. *BDJ Student* does not feature classified ads.

Please supply with an extra 3.175 mm of bleed for all adverts that run to the edge of the page. Also ensure that all text and logos are placed no closer than 10 mm from the trim. See page 3 for technical specifications.

## Full page trim



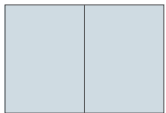
Trim size (width × height)  
210 mm × 297 mm

## Full page type area



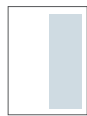
Advert size (width × height)  
180 mm × 270 mm

## Double page spread



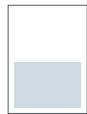
Trim size (width × height)  
420 mm × 297 mm

## Half vertical



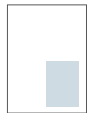
Advert size (width × height)  
88 mm × 270 mm

## Half horizontal



Advert size (width × height)  
180 mm × 130 mm

## Quarter vertical



Advert size (width × height)  
88 mm × 130 mm

## Quarter horizontal

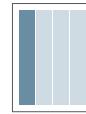


Advert size (width × height)  
180 mm × 60 mm

## Column-width adverts

The advert height can be up to 27 cm in increments of 1 cm. The overall size is described by height and number of columns; for example, 16 cm high and 2 columns wide is described as 16 × 2.

### 1 Column



Advert size (width × height)  
42 mm × 10–270 mm

### 2 Column



Advert size (width × height)  
88 mm × 10–270 mm

### 4 column



Advert size (width × height)  
180 mm × 10–270 mm

# Inserts and outserts

## Insert samples

A sample of the insert needs to be approved by the Production department prior to insertion with the journal. Ideally this should be the actual piece, but if not available, a mock-up trimmed to the exact dimensions, using the same paper and folded or perforated as the final insert would be, should be provided. This needs to be with us at least two weeks prior to the issue date. A digital copy must also be sent in advance to check for content.

Please send 5 samples to the Production contact, clearly identifying the front and back of the insert, or the page numbers where appropriate.

See below for insert dimensions and also page 3 for other technical specifications. Once approved, inserts will need to be delivered to the relevant printing house; follow the delivery instructions from your Production contact, Natalie Smith (see page 3).

If you have any queries regarding inserts please contact the production department.

## Insert/outsert specifications

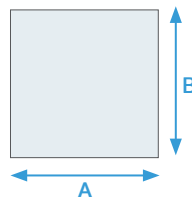
The *British Dental Journal* is perfect bound, whereas *BDJ in Practice* is saddle-stitched. Both journals are printed in a portrait format at a trimmed page size of 210 mm × 297 mm (A4). Listed below are the dimensions and paper weights for the insert types available.

It may be possible to accommodate types of inserts other than those shown here; please contact your sales representative to discuss any special requirements.

Although we make every effort to ensure that these specifications are accurate, they can be subject to change. Therefore, please check the specifications with us before sending any material for design or print.

### Tip-on

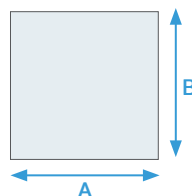
- Supply to the trimmed size.
- Can be landscape, square or portrait.
- Front cover tip-ons will be positioned in the bottom left-hand corner.
- A tip-on can have a specified position on the page; however, there is a movement tolerance of up to 10 mm.



Width A	Height B	Paper weight
105–205 mm	148–220 mm	90–300 gsm

### Loose outsert

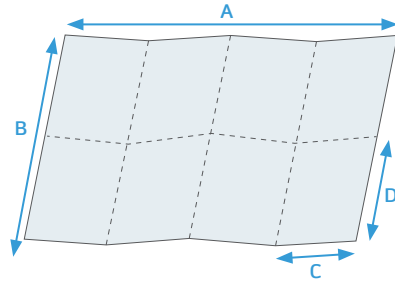
- Must be supplied to the trimmed size.
- It is not possible to insert a concertina (z-fold) folded insert.
- Outserts must have a closed spine.
- Must be no more than 32 pages.
- Maximum overall weight for the outsert is 90 grams. For heavier items please contact your sales representative as this will incur extra distribution costs. We recommend for a single sheet, 90–150 gsm; for 4–6 pages, 70–130 gsm; and for 8–32 pages, 48–80 gsm.
- A4 landscape loose outserts are hand fed. Extra costs will be incurred. Please speak to your sales representative.



Width A	Height B	Paper weight
105–210 mm	148–297 mm	48–150 gsm

### Poster

- Posters are outsized due to their size.
- Must be supplied folded with a closed edge.
- Paper weight: 48–80gsm

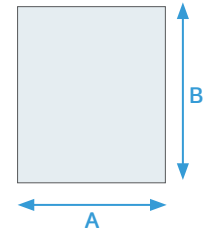


Poster	Size A × B	Folded C × D
Recommended size for 8 panels	750 × 520 mm	187.5 × 260 mm

### Bound inserts

#### Two/four-page bound insert for BDJ only

- Must be supplied pre-folded with the correct trims added.
- All text should be at least 10 mm from the edge of the final trim size.
- The height of the insert must exceed the width.
- Bound inserts are knocked to the head.
- Four-page inserts must be pre-folded on the spine edge. Include a 3 mm spine trim on each page in the centrefold (6 mm total) — it will be trimmed on binding.



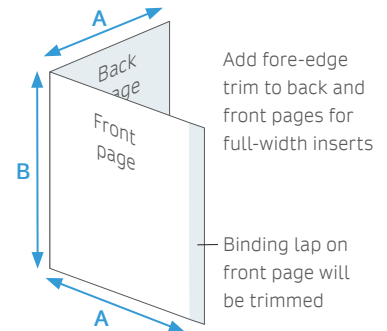
Width A	Height B	Head trim	Spine trim	Foot trim <sup>†</sup>	Fore-edge trim <sup>‡</sup>	Paper weight
120–210 mm	148–297 mm	6 mm	3 mm	6 mm	3 mm	90–150gsm for a single sheet 75–150gsm for four-page insert

<sup>†</sup>A foot trim is required only if the insert is at maximum height.

<sup>‡</sup>A fore-edge trim is required only if the insert is at maximum width.

#### Four-page bound insert/outserts for BDJ in Practice

- Must be supplied pre-folded with the correct trims added.
- It is not possible to insert a concertina (z-fold) folded insert.
- All text should be at least 10 mm from the edge of the final trim size.
- Bound inserts are stapled into the centre-fold of the journal, bound outserts are stapled outside the cover. Bound inserts/outserts are knocked to the foot.
- The 3 mm fore-edge trim and the 10 mm binding-lap will be trimmed on binding if the insert is full size. 3 mm will be trimmed on inserts 200 mm wide.

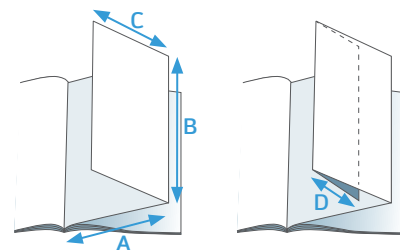


	Width A	Height B	Head trim <sup>†</sup>	Foot trim	Fore-edge trim	Binding lap	Paper weight
<b>Narrow insert</b>	120–199 mm	148–297 mm	6 mm	6 mm	–	10 mm	90–150 gsm
<b>Wide insert</b>	200–210 mm	148–297 mm	6 mm	6 mm	3 mm	10 mm	90–150 gsm
<b>Standard outsert</b>	Front page: 153 mm Back page: 143 mm	210 mm	–	6 mm	–	10 mm	90–150 gsm
<b>Large outsert</b>	210 mm	250 mm	–	6 mm	3 mm	10 mm	90–150 gsm

<sup>†</sup>A head trim is required only if the insert is at maximum height.

#### Four-panel rollfold

- Must be supplied pre-folded to the untrimmed size.
- The insert should be folded so that it opens out toward the right-hand side.
- It is not possible to insert a concertina (z-fold) folded insert.
- Panels can be added by reducing the width by 5 mm for each additional panel.
- All text should be at least 10 mm from the edge of the final trim size.



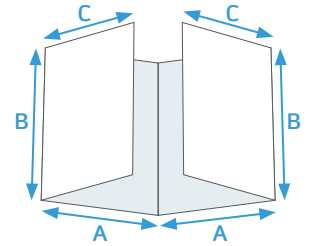
Width A	Height B	Width C	Width D <sup>¶</sup>	Head trim	Spine trim	Foot trim	Paper weight
205 mm	297 mm	190 mm	185 mm	6 mm	3 mm	6 mm	90–150 gsm

<sup>¶</sup>For subsequent panels reduce width by 5 mm.

### Butterfly gatefold

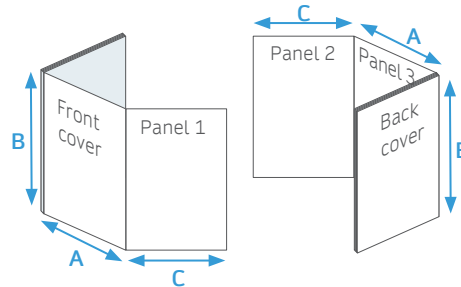
- Must be supplied pre-folded to the untrimmed size.
- It is not possible to insert a concertina (z-fold) folded insert.
- All text should be at least 10 mm from the edge of the final trim size.

Width A	Height B	Width C	Head trim	Spine trim	Foot trim	Paper weight
205 mm	297 mm	190 mm	6 mm	3 mm	6 mm	90–150 gsm



### Cover rollfold

- We print this with the journal cover. Supply as PDFs (single pages or spreads) adding 3.175 mm bleed on each page and on all sides.

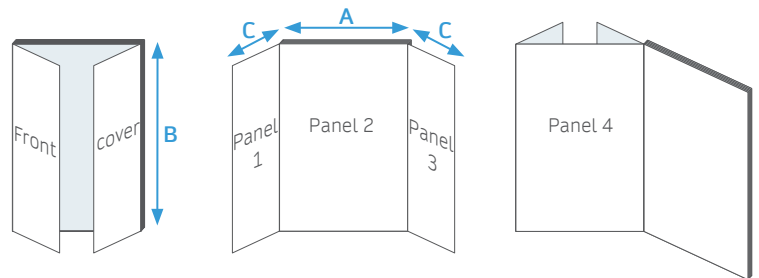


Width A	Height B	Width C
205 mm	297 mm	185 mm

### Barn door cover

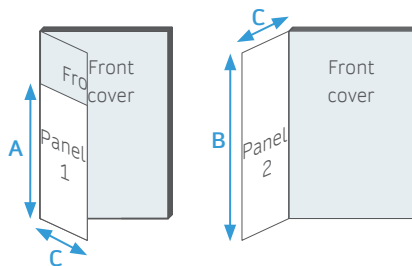
- We print this with the journal cover. Supply as PDFs (single pages or spreads) adding 3.175 mm bleed on each page and on all sides.

Width A	Height B	Width C
205 mm	297 mm	105 mm



### Cover flap

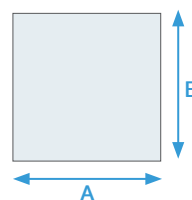
- We print this with the journal cover. Supply as PDFs (single pages) adding 3.175 mm bleed on each page and on all sides.



Height A	Height B	Width C
240 mm	297 mm	105 mm

### Paper wrap (for BDJ only)

- Create artwork centered on the page to the trim size, adding 3.175 mm bleed to all four sides.
- The actual size of the artwork printed on the wrap may vary depending on the extent of the issue.
- All text should be at least 20 mm from the edge of the final trim size.



Width A	Height B
225 mm	332 mm



## Delivery instructions

Please note that failure to follow any of the following instructions could result in deliveries being refused.

All deliveries must be accompanied by a delivery note, attached to each box and on each face of a pallet. The delivery notes should state the following:

- Journal
- Issue date
- Advertiser/company
- Booking reference number
- Quantity in carton
- Total quantity delivered
- Carton number (e.g. 1 of 6)

If there is no information and if the driver of the delivery vehicle cannot obtain it, the inserts will not be accepted.

Attach the delivery note and a sample of the insert to each carton.

Up to 10 cartons can be accepted loose, any more than this should be supplied on a pallet. Pallets should be 800 × 1200 mm or 1000 × 1200 mm, sturdy, capable of stacking, allow four-way entry and well protected. Do not use metal straps.

- Pack inserts uniformly, facing upwards without turns.
- Do not mix inserts of a different type in a single delivery.
- A separate delivery note must be supplied for each insert.

The mailing address will be provided by your Production contact, Natalie Smith (see page 3).

### Quantity delivered

A minimum of 3% wastage allowance should be included in the quantity delivered.

Any overs will be destroyed and recycled after the issue is printed. If you require overs to be kept for future issues this may be subject to handling and storage costs.

### Important

All freight and import charges must be pre-paid by the supplier. Springer Nature is not responsible for delivery, arrival or for any shipments held in customs for any reason while in transit.