

The logo consists of the letters 'FT' in a bold, black, serif font, centered within a light orange square.

FINANCIAL  
TIMES

# Print Specifications Financial Times Newspaper & Magazines

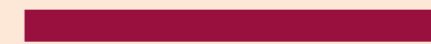
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- 01 Financial Times  
Newspaper**  
Print Specifications
- 02 Financial Times  
Newspaper**  
Customisable sizes
- 03 Financial Times  
Newspaper**  
Approved Suppliers
- 04 Financial Times  
Newspaper**  
Methods of Delivery
- 05 Financial Times  
Newspaper**  
Production Contacts
- 06 Financial Times  
Newspapers**  
Lead Times
- 07 Magazines**  
Print Specifications
- 08 Magazines**  
Production Contacts
- 09 Magazines**  
Lead Times

# Financial Times Newspaper



- Adverts must be supplied as a high resolution PDF with fonts embedded
- The FT newspaper has a screen ruling of 100 lpi therefore we recommend the following
- CT (scan) resolution = 200 pixels per inch
- Line work resolution = 1000 pixels per inch
- Allow for at least 30% mid-tone dot gain, and a maximum of 20% shadow dot gain
- Please use type 1 fonts only, no truetype, no multiplemaster and no bitmaps
- The FT prints in CMYK – please don't supply rgb, lab, pantone or multitone images
- Only supply composite files, no separations please
- Please do not supply files with transparency
- When generating PDF's please ensure Overprint Preview is turned on, in order to view predictable final output

- For colour, the total dot percentage in saturated areas should not exceed 250% and the minimum highlight recommendation is 5% cyan, 4% magenta, 4% yellow.
- Please note that in order to prevent over inking, if an advert exceeds 250% total ink coverage our software will automatically reduce it to the required amount, using generic tables
- For mono the recommended maximum dot should be 85% and the minimum dot 4%
- The recommended minimum for reversed out type is 10 point
- The recommended minimum for mono text is 6pt
- The recommended minimum for multicoloured text is 10 point
- Don't use 4 colour black text, as even the slightest mis-registration causes disappointing results
- To avoid set off, any large areas of black should have a tint value of 85% applied

Single Column Unit (SCU) adverts are customisable sizes available in the main newspaper as mono adverts that will be placed run of paper. An SCU is defined as an area one column wide and one row deep on a broadsheet or tabloid newspaper. Each broadsheet page is divided into 6 columns across the page and 56 cm down the page. Tabloid pages are divided into 6 columns across the page and 34 cm down the page.

Sizing is determined by the current 6 column grid of the newspaper. The minimum width is 1 column and the maximum width is 6 columns. The size is determined by height (CM) and number of columns.

**Calculating SCU Rates**

1. Check if you wish to run in a broadsheet or tabloid sized newspaper & decide how big your advert will need to be
2. Take the height of the specification in centimeters ie broadsheet height - 345mm or tabloid height - 262mm
3. Multiply that height by the number of columns i.e. the width of the advert
4. Then multiply the result by the SCU rate

**Calculating SCU Rates Example**

Half Page advert worldwide advert

- Standard Broadsheet size is 280x345mm  
280mm = 28 cm
- SCU column width 345mm  
Using the table on the right you can see that 354mm = 6 columns
- SCU Rate  
Using the rate card you can determine the SCU rate is £315

Total is worked out as follows  
28 x 6 x 315 = £52.920

**Advertisement Dimensions Disclaimer**

Because the Financial Times is produced at multiple print sites worldwide, each of which has a different specification, the actual physical dimensions of an SCU will vary across each of the FT's editions. With regard to creative, advertisers are required to submit copy to physical dimensions based on our standard page size (a standard page is 560mm x 345mm for broadsheet, 340mm x262mm for tabloid). However, an SCU will always cover the same percentage of the total printed page area in any edition. Depending on the editions booked, copy will not always be reproduced to the same dimensions as the material submitted. However, it will always occupy the same proportion of the printed page in each edition.

FT will not therefore consider claims for compensation on the basis that a printed advertisement is not the same as a quoted copy size.

**Standard Broadsheet**

Column	Width (mm)
1	53
2	112
3	170
4	230
5	-
6	345

**Tabloid**

Column	Width (mm)
1	40
2	84
3	129
4	173
5	-
6	262

The Financial Times has a network of approved reprographic suppliers. These companies will, on receipt of your digital file, verify and if necessary correct the advertisement to meet the FT's specification, with the proofing curve applied.

Upon your approval, an approved supplier will supply the FT production department with an electronic file to our specification, ready for publication. We recommend that all customers supply colour advertisements by this method, details of approved suppliers are listed below:

**Curious Productions**

**Andy Gladden**

M +447487 271372

**Billy Matthews**

M +447711 097999

studio@curious-productions.co.uk

T +44 (0)20 3823 1440

**Tapestry**

**Richard Steer**

richard.steer@tapestry.co.uk

T +44 (0)20 7896 3002

Digital files can be supplied using one of the following methods:

**AdStream**

PDF delivery and flightchecking mechanism – details from [www.adstream.com](http://www.adstream.com)

**Qumuli**

PDF delivery system with optional flightchecker – details from [www.qmuli.com](http://www.qmuli.com)

**Email**

We can only accept PDFx1a's smaller than 20MB via this route.

Send your files to [adcopy@ft.com](mailto:adcopy@ft.com). If you are in the USA, please send your files to [ustraffic@ft.com](mailto:ustraffic@ft.com). For Asia, please send to your files to your sales representative.

**Adsend**

PDF delivery – details from [www.adsend.com](http://www.adsend.com)



**UK & EU**

**Mark Frisby**

T +44 (0) 20 7873 3176

adcopy@ft.com

**Sophie Horton**

T +44 (0) 20 7873 4830

adcopy@ft.com

**USA & Americas**

**Marifel Lanada**

marifel.lanada@ft.com

**Asia**

**Mark Li**

mark.li@ft.com

**Middle East**

**Luke McGreevy**

luke.mcgreevy@ft.com



Section		Region		
		United Kingdom	Europe	International
Classified	General	7 days	–	7 days
	Financial Times Weekend Newspaper	7 days	–	7 days
	Recruitment	7 days	7 days	7 days
Display	General	7 days	–	7 days
	Financial Times Weekend Newspaper	7 days	–	7 days
	Edition Panoramics/Butt ups	7 days	7 days	7 days
	Special Reports	7 days	–	7 days
	Tabloids	7 days	–	7 days
	Survey Panoramics/Butt ups	7 days	7 days	7 days

Please note that the above lead times refer to working days only and do not include weekends and public holidays.



# Magazines

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### FT Weekend Magazine, FT Wealth & Business Education

- **File requirements:** Acrobat distiller PDF- full specification can be found at [www.pass4press.com](http://www.pass4press.com)
- **Proof:** Digital cromalin or other industry standard proof should be supplied originating from PDF supplied
- **Live matter area:** Type matter or other illustrative material on a bleed page, but not intended to bleed, must be positioned at least 5mm within specified trim size
- **Ink density:** Combined colour ink density should not exceed 300%
- **Printer marks:** Heatset Web-offset

**Trapping, overprint & knockout:** We will not alter the overprint and knockout settings on your document, beyond removing any white overprint. If inappropriate overprint is used in a document (e.g. a lighter colour set to overprint a darker colour), The FT will not be held responsible for incorrect printed results. The creator should apply any trapping requirements if necessary, but must be aware of the various application software limitations. The printer will not apply trapping

### How to Spend It

- **File requirements:** High resolution Acrobat Distiller PDF and proof
- **PDF specification:** PDF/X-1.A. Full spec for PDF file creation can be found at [www.pass4press.com](http://www.pass4press.com)
- **Proof specification:** Supplied proof must be generated from the final PDF supplied. The proofing profile required for accurate press simulation is ISOcoated\_v2\_300\_eci.icc' based on Fogra 391, characterisation data. The required ICC profile can be obtained from the ECI website <http://www.ugra.ch/iso-color-profiles.phtml>. Fogra media wedge details can be found at [www.fogra.org](http://www.fogra.org)
- **Printer marks:** PDF supplied must include trim marks set to trim size of publication. Crop marks should be positioned outside the bleed and printed area
- **File supply:**  
Email: [magscopy@ft.com](mailto:magscopy@ft.com)  
FTP: [ftp.dexter-premedia.com](ftp://ftp.dexter-premedia.com)  
Username: ft  
Password: htsi  
Please open relevant HTSI folder and place file within it, and notify [magscopy@ft.com](mailto:magscopy@ft.com) that the file has been loaded



### Art of Fashion

- **File requirements:** Acrobat distiller  
PDF-full specification can be found at [www.pass4press.com](http://www.pass4press.com)
- **Proof:** Digital cromalin or other industry standard proof should be supplied originating from PDF supplied
- **Live matter area:** Type matter or other illustrative material on a bleed page, but not intended to bleed, must be positioned at least 5mm within specified trim size
- **Colour area:** P47L Uncoated Or 29L Uncoated
- **Ink density:** Combined colour ink density should not exceed 300%
- **Printer marks:** PPDF supplied must include trim marks set to trim size of publication. Crop marks should be positioned outside the bleed and printed area
- **Printing process:** Heatset Web-offset

### Trapping, overprint & knockout

We will not alter the overprint and knockout settings on your document, beyond removing any white overprint. If inappropriate overprint is used in a document (eg a lighter colour set to overprint a darker colour), The FT will not be held responsible for incorrect printed results. The creator should apply any trapping requirements if necessary, but must be aware of the various application software limitations. The printer will not apply trapping.

**Magazine production contacts**

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Section	Region		
	United Kingdom	Europe	International
FT Weekend Magazine	7 days	–	7 days
How To Spend It	21 days	21 days	21 days
FT Wealth	21 days	21 days	21 days
Art of Fashion	21 days	21 days	21 days
Business Education	21 days	21 days	21 days