Advertising with LARA

Grazia, heat, Closer

United Kingdom

Print display by title

Grazia

Full page: 230 × 300 mm trim, 236 × 306 mm with bleed. Spread: 460 × 300 mm trim, 466 × 306 mm with bleed. Provide individual PDF/X-1a:2001 files for the spread's two pages with 3 mm either side of the gutter and crop marks.

heat

Full page: 215 × 300 mm trim, 221 × 306 mm with bleed. Horizontal half page: 215 × 147 mm trim, 221 × 153 mm with bleed. Vertical half page: 103 × 300 mm trim, 109 × 306 mm with bleed. Quarter-page type areas are 87 × 137 mm for a box and 194 × 54 mm for a horizontal ad.

Closer

Full page: 215 × 300 mm trim, 221 × 306 mm with bleed. Horizontal half page: 215 × 147 mm trim, 221 × 153 mm with bleed. Vertical half page: 110 × 285 mm trim, 116 × 291 mm with bleed. Quarter-page box type area: 94 × 123 mm. Use the title's colour profile for text and cover artwork.

Digital and branded content

Display formats

Bauer lists a 728 × 90 px leaderboard, 300 × 250 px MPU, 970 × 250 px billboard and 300 × 600 px double MPU. Device availability differs by format. Use a static JPG or PNG for a takeover skin or hero image.

Hero Takeover

The takeover table names Grazia, Closer and heat.

Very partnership case study

Grazia ran a four-page print advertorial, a beauty spread, branded web articles, organic Reels and a fashion podcast. heat produced style-team videos and Closer produced video packages for social.

Enquire with LARA

Tell us your audience, budget and timing. We'll confirm the placements, price, delivery dates and artwork requirements before you book.

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