Advertising with LARA

ELLE UK, Harper's Bazaar UK, Cosmopolitan, Red, Esquire, Good Housekeeping

United Kingdom

Print display by title

ELLE UK

Full page (W × H): 215 × 285 mm trim, 221 × 291 mm with bleed, 205 × 275 mm type area. Double-page spread (W × H): 430 × 285 mm trim, 436 × 291 mm with bleed, 420 × 275 mm type area. The production portal lists PDF/X-1a:2001 with crop marks for ads supplied with bleed.

Harper's Bazaar UK

Full page (W × H): 215 × 290 mm trim, 221 × 296 mm with bleed, 192 × 270 mm type area. Double-page spread (W × H): 430 × 290 mm trim, 436 × 296 mm with bleed, 410 × 270 mm type area. Supply the two pages as separate files and allow 5 mm for the gutter. The production portal lists PDF/X-1a:2001 with crop marks for ads supplied with bleed.

Cosmopolitan UK

Full page (W × H): 200 × 260 mm trim, 206 × 266 mm with bleed, 180 × 240 mm type area. Double-page spread (W × H): 400 × 260 mm trim, 406 × 266 mm with bleed, 380 × 240 mm type area. The production portal lists PDF/X-1a:2001 with crop marks for ads supplied with bleed.

Red

Full page (W × H): 215 × 285 mm trim, 221 × 291 mm with bleed, 205 × 275 mm type area. Double-page spread (W × H): 430 × 285 mm trim, 436 × 291 mm with bleed, 420 × 275 mm type area. The production portal lists PDF/X-1a:2001 with crop marks for ads supplied with bleed.

Esquire

Full page (W × H): 230 × 287 mm trim, 236 × 293 mm with bleed, 210 × 267 mm type area. Double-page spread (W × H): 460 × 287 mm trim, 466 × 293 mm with bleed, 440 × 267 mm type area. The production portal lists PDF/X-1a:2001 with crop marks for ads supplied with bleed.

Good Housekeeping

Full page (W × H): 215 × 290 mm trim, 221 × 296 mm with bleed, 192 × 270 mm type area. Double-page spread (W × H): 430 × 290 mm trim, 436 × 296 mm with bleed, 410 × 270 mm type area. The production portal lists PDF/X-1a:2001 with crop marks for ads supplied with bleed.

Digital and classified formats

Display and video

The network lists HPU, MPU, Leaderboard, Super Leaderboard and Billboard. Superhero runs across devices and Marquee is a companion placement in a takeover. Instream pre-roll and outstream video are listed as separate products.

Classifieds and advertorials

Finished artwork or publisher design is available for classifieds. Panels are usually one ninth of a page and publisher designed. Classified advertorials can run at half, third, quarter or sixth of a page.

Digital artwork sizes

HPU 300 × 600 px, MPU 300 × 250 px, Leaderboard 728 × 90 px, Super Leaderboard 970 × 90 px, Billboard 970 × 250 px and Mobile Banner 320 × 50 px. The universal display specification lists GIF, JPG, PNG, secure JavaScript tags and HTML5 creative bundles. Approved vendors serve rich media banners. Autoplay video must be muted and video can run for up to 30 seconds. Superhero is full-width × 450 px. It accepts GIF, JPG and PNG assets and is built and served via Celtra.

Ask LARA to confirm current availability and the final specification for your selected placement.

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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