

# Energy

## Advertising in Energy

The Press and Journal's Energy supplement leads the way in providing the UK and international energy industry with news on a range of latest topics, plus extensive coverage of global events and exhibitions. Its unbiased journalistic approach has earned it an unparalleled reputation.

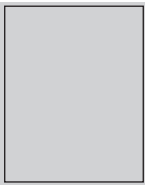
Published on the first Monday of every month, Energy is read by 112,000\* people and provides an unique opportunity to reach key business decision makers in this industry.

\*Source: NRS Apr 2016 – Mar 2017, readership equivalent to P&J daily readership  
Production: Coldset magloid format, stitched and trimmed. Paper stock: 52gsm improved newsprint



5x7 or 6x7 front page

### Advertisement bleed dimensions



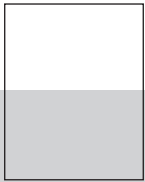
#### Full page

Trim: W 269mm x H 335mm  
Bleed: W 275mm x H 341mm  
Type: W 259mm x H 325mm



#### Double page spread

Trim: W 538mm x H 335mm  
Bleed: W 544mm x H 341mm  
Type: W 528mm x H 325mm  
(Must be supplied as one file - not separate pages)



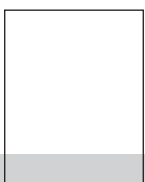
#### Half page

Trim: W 269mm x H 165mm  
Bleed: W 275mm x H 168mm  
Type: W 259mm x H 160mm  
(Bleed on outside, inside and base edge only)



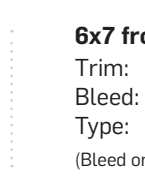
#### Half page double page spread

Trim: W 538mm x H 165mm  
Bleed: W 544mm x H 168mm  
Type: W 528mm x H 160mm  
(Must be supplied as one file - not separate pages. Bleed on outside, inside and base edge only)



#### 5x7 front page strip

Trim: W 269mm x H 55mm  
Bleed: W 275mm x H 58mm  
Type: W 259mm x H 50mm  
(Bleed on outside, inside and base edge only)



#### 6x7 front page strip

Trim: W 269mm x H 65mm  
Bleed: W 275mm x H 68mm  
Type: W 259mm x H 60mm  
(Bleed on outside, inside and base edge only)

## Column widths

Columns	1	2	3	4	5	6	7
Display (mm)	34	71	109	146	184	221	259

Page depth: 325mm Half page depth: 160mm

## Preferred PDF format

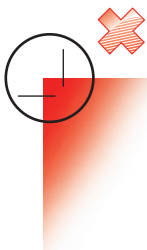


### Our preferred format is Acrobat 4 (PDF version 1.3)

Please ensure saved or exported files for publication are Acrobat 4 (PDF version 1.3) with all fonts embedded. This PDF version will avoid potential transparency problems and reduce the possibility of being rejected by Asura (our file-checking software).



Energy does not support Microsoft Publisher formats. TIFF and JPEG completed file formats should be avoided as text/graphics will be screened and black will be converted to 4 process colours.



All advertisements for publication including those with bleed should be supplied **without crop marks** and sized exactly to the artboard.

## Sending artwork

Hi-res PDFs can be transferred to us via our online adverts submission website: <http://ads.ajl.co.uk>  
New users please fill a out new member profile form (found online). All adverts must be supplied with a valid 7-digit URN naming convention.

## Deadlines

The deadline for receipt of all advertisements is **Tuesday at 12 noon** the week before publication. Energy is published on the first Monday of every month.

## Defining Colours

All colours used with the supplied EPS or PDF advert should be defined as CMYK process colours. Failure to do this is likely to result in advertisements appearing incorrectly. Pantone or spot colours must be converted to CMYK process colours. Avoid using the over-print function unless it is for graphics and text reproduced from 100% black or a percentage of black.

## Scan Resolution

Artwork should be scanned at a resolution which reflects both the enlargement or reduction from the original and the output resolution at which we print (120lpi). A basic formula for halftone originals can be used here which is: Scan Resolution = % Magnification (or reduction) of Original x Twice Output Resolution\*\*

\*\*In our case this value would be 240. Pictures should be adjusted as **240dpi**. Following this simple formula will help keep the file sizes to the minimum.

## Colour Management

[Click here](#) to download the ICC colour profile for use with Energy.

## Contact

Advertising sales:	Debbie Bruce	01224 343903
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