## Creating print adverts: the dos and don'ts of bleed, trim and type area

within the type area, and

correct bleed ensures

after trimming.

no white edges appear

## Full pages & double page spreads

Scan the QR code and follow our **bleed**, **trim**, and **type area** guidelines to ensure important content isn't lost during printing.

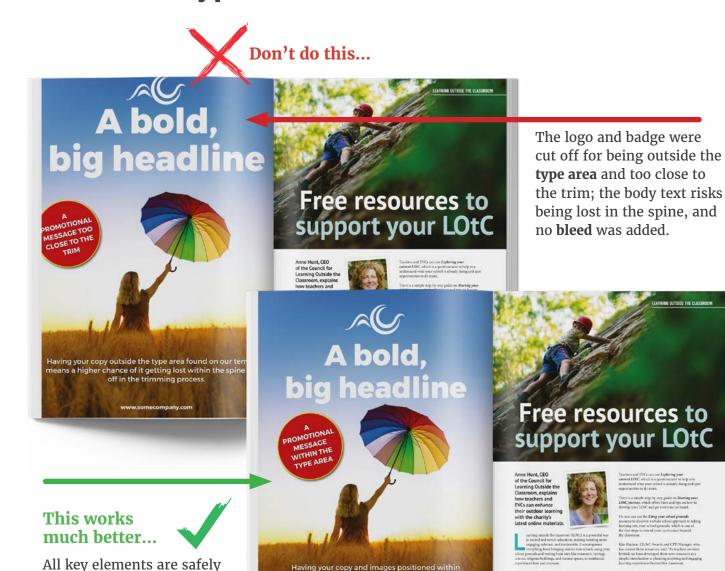
- Bleed is the area beyond the page edge that gets trimmed to ensure the design reaches the edge without gaps.
- Trim is the final page size—avoid placing important elements between bleed and trim, as they'll be cut off.
- Type area is the safe zone for key content like text and logos, protecting them from being lost in the spine or trimmed during printing.



Scan the QR code to view our specs page and advert templates

## Before supplying...

- 1. Check for **3mm bleed**.
- 2. Ensure key text and logos are within the **type area**.
- 3. Confirm nothing important risks being trimmed or lost in the spine.



the type area on our template ensures nothing

trimming process.

ts lost in the spine of the magazine or cut in the