

Stirrup

SUPPLIERS

2026



ADVERTISING AND MEDIA PACK

CREATE *a Stir!* IN 2026

Be Part of the Foodservice Industry's Most Engaged Catering Community

Stir it up is more than a magazine - it's a trusted partner to chefs, caterers, and foodservice professionals across the UK, Ireland and Europe. For over 17 years, we've built a reputation for delivering practical advice, creative inspiration and powerful brand exposure that drives real results.

Our unique format blends a printed magazine and digital platforms with a promotional brochure and specialist guides connecting suppliers directly with decision-makers through engaging, high-impact campaigns. From irresistible offers and standout recipes to thought-provoking features and expert insights, we help caterers bring your products to life in their kitchens.

What truly sets us apart? Every issue is hand-delivered straight to the people that matter – no junk mail, just direct access to chefs, managers, owners and their teams.

This year we're continuing to spotlight what matters most across education,

care, welfare, and hospitality. From seasonal trends and sustainability to menu innovation, cost-saving tips and a celebrity chef or two along the way, Stir it up keeps your brand relevant, relatable and in front of caterers.

If you're looking to make a real impact and get your brand seen, there's never been a better time to get involved.

**Why Stir it up works:
We create content our
readers genuinely want
— because we ask them.**

Each year, we conduct a readers survey to understand exactly what support, advice and inspiration caterers are looking for. This insight directly shapes our editorial calendar, from the features we write to the special guests we invite. This year, recipe inspiration, expert advice, new products and trend led insights top the list – making these the key areas where your brand can get involved and make an impact.

90%

**OF READERS ARE KEY
DECISION MAKERS –
OWNERS, CHEFS, AND
MANAGERS**

64%

**OF READERS SHARE THE
MAGAZINE WITH OTHERS**

60%

**SAY IT INFLUENCES
THEIR MENUS**

80%

**OF PURCHASING
DECISIONS ARE DRIVEN
BY STIR IT UP AND
PROMOTIONS**

**“I LIKE THE
ARTICLES AND
LOOK FORWARD
TO READING
THEM, THEY GIVE
GREAT IDEAS!”**



UNLIMITED EDITORIAL OPPORTUNITIES WITH STIR IT UP

At Stir it up, we champion collaboration and creativity! Our editorial opportunities are open to all suppliers all year round and give you the chance to showcase your expertise, share your latest campaigns and highlight how your products can inspire and support caterers across the industry. Let's work together to create standout content that puts your brand in the spotlight!

OVER
30,000
COPIES OF THE
STIR IT UP MAGAZINE
AND PROMOTIONS
ARE PRINTED
EACH ISSUE!

CATEGORY FOCUS

Category Focus shines a spotlight on a key industry topic in each issue, offering caterers and chefs valuable insights, practical advice, and expert commentary — contribute your statistics, product knowledge, tips, and quotes from your team, along with high-quality imagery, to position your brand as a go-to industry voice and maximise your exposure.

MELTING POT

Melting Pot brings together creative ideas and inspiration from chefs, caterers, and foodservice brands, all centred around the theme of each issue. It's a space to share practical tips, standout recipe ideas, and menu inspiration that helps others in the industry stay fresh and innovative — send us 75–100 words of themed content, the best of your recipe imagery, and include the contributor's name, job title, and a recent photo to be featured and credited.



SAMANTHA RAIN

Head of Innovation and Training,
Penney Bridge

With all the best intentions in the world, it's hard to resist a dessert when eating out at home. However, operators can play an important role in ensuring healthier options are on the menu. Fruit-based desserts are a great place to start, and ready-to-use fruit purées are a great option to avoid the expense and potential food wastage from using fresh fruit. Borden and Levee Blanc both offer a wide range of ambient fruit purées in a wide range of flavour, which allow you to create products even when the fruit involved is out of season. Similarly, Cesarini's clean label real fruit pieces are perfect for use as an inclusion or decoration.



COOKS CALENDAR

Cooks Calendar highlights key food and drink dates with vibrant, relevant recipes and ideas to help caterers inspire menus, marketing, and more — share your recipes and product uses to get caterers inspired and feature in our Cooks Calendar!

“IT’S ALWAYS INTERESTING WITH NEW PRODUCTS COMING THROUGH FOR DIFFERENT MENU IDEAS.”

MARKETPLACE

The Marketplace is your go-to feature for sharing product launches, updates to existing ranges, sustainability initiatives, research, and any company or market news – if you’ve got something to shout about, submit it to be featured in the SIU Marketplace.

AND SO MUCH MORE:

Each issue of Stir it up features content that tackles the topics caterers care about most — from sustainability and mental health to staff training, new tech, and changing legislation. If you have a story, insight, or expertise to share, we want to hear from you.



Alongside the magazine, we also produce specialist guides like The Stir it up Guide to 2025 Food Trends and The Guide to Managing Allergens, as well as sector-specific publications for care, education, and hospitality.

IF YOU'D LIKE TO GET INVOLVED OR EXPLORE EXCLUSIVE ADVERTISING OPPORTUNITIES IN THESE TARGETED GUIDES, GET IN TOUCH — LET'S PUT YOUR BRAND AT THE HEART OF THE CONVERSATION.



EDITORIAL REQUIREMENTS

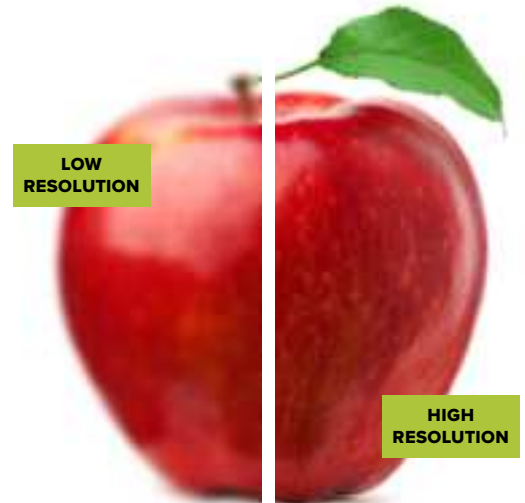
To provide editorial content for consideration in any of the features of the magazine please provide the following:

Copy

- A clear word document with the editorial copy. If it is a feature where we specify that we require a quote or a person to be specifically attributed to, then please provide their full name, job title and an up-to-date image of that person.
- We try to include as much relevant information as possible for our readers, therefore please be aware that we are likely to edit the provided content.

Images

- Any supporting imagery is to be provided in high resolution, 300dpi, CMYK, print ready JPG or TIFF at an appropriate file size.
- Please note that any images submitted for use within the Stir it up magazine features may also be used to support those features across our Stir it up website and social media platforms. If you are not happy with this, please let us know so we can ensure that they are not used anywhere other than in the printed magazine.



ADVERTORIAL & SPONSORED CONTENT

* Exclusive editorial opportunities

For the first time, Stir it up is offering limited advertorial opportunities within the magazine. If you're interested in submitting branded content that aligns with our themes and offers value to our readers, we'd love to hear from you. All submissions will be reviewed for relevance and fit, and availability is limited – so get in touch to discuss options and secure your spot!



FOCUS EDITORIAL TOPICS

for 2026

JAN/FEB

CATEGORY FOCUS

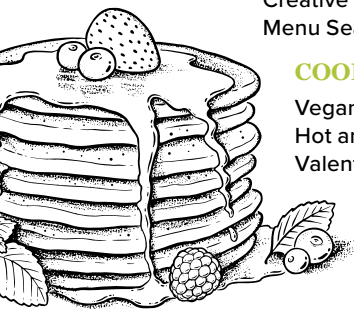
Cutting Edge Food Trends

MELTING POT

Creative Ways to Refresh Your Menu Seasonally

COOKS CALENDAR

Veganuary, Chinese New Year, Hot and Spicy Food Day, Valentine's Day, Pancake Day



MARCH

CATEGORY FOCUS

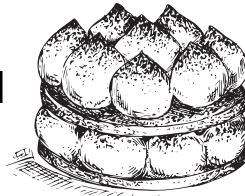
Elevating Food on the Go

MELTING POT

Fusion Desserts

COOKS CALENDAR

Mother's Day, British Pie Week, St Patrick's Day, International Waffle Day



APRIL

CATEGORY FOCUS

Superfoods in Senior Dining

MELTING POT

Traditional Recipes and Heritage Cooking Techniques

COOKS CALENDAR

Easter, Great British Beef Week, World Health Day, National Tea Day

MAY

CATEGORY FOCUS

Food Tourism

MELTING POT

A Trip to India - From Regional Specialities to Street Food Fusion

COOKS CALENDAR

World Baking Day, National BBQ Week, National Biscuit Day, Sandwich Week



JUNE

CATEGORY FOCUS

Wellness Week Menus to Engage Students

MELTING POT

Keeping Diners and Residents Hydrated

COOKS CALENDAR

Father's Day, World Tapas Day, World Milk Day, Fish and Chips Day, International Picnic Week

JULY/AUG

CATEGORY FOCUS

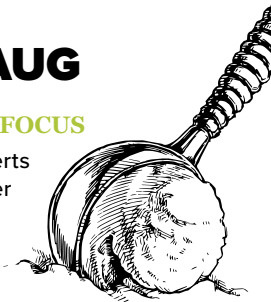
Cooling Desserts for the Summer Months

MELTING POT

Midnight Menus - Catering to the Night Time Crowd

COOKS CALENDAR

Chocolate Day, Cherry Day, Ice Cream Day, Burger Day, Cupcake Day, Afternoon Tea Week



SEPTEMBER

CATEGORY FOCUS

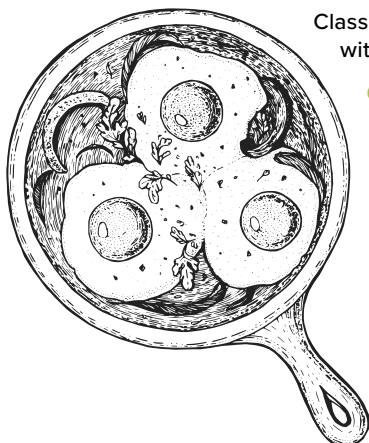
Breakfast and Brunch

MELTING POT

Classic Comfort Foods with Gourmet Twists

COOKS CALENDAR

Sourdough September, Welsh Rarebit Day, Bacon Butty Day



OCTOBER

CATEGORY FOCUS

Space-Saving Kitchen Equipment

MELTING POT

Catering for Dietary Restrictions for the Festive Season

COOKS CALENDAR

National Curry Week, Yorkshire Pudding Day, Potato Day, World Pasta Day, National Honey Day

NOV/DEC

CATEGORY FOCUS

Seasonal Seafood

MELTING POT

Retro Revival - 80s and 90s Food Trends with a Modern Twist

COOKS CALENDAR

World Sandwich Day, Bonfire Night, English Breakfast Day, Christmas



PRINT ADVERTISING RATES & SPECIFICATIONS

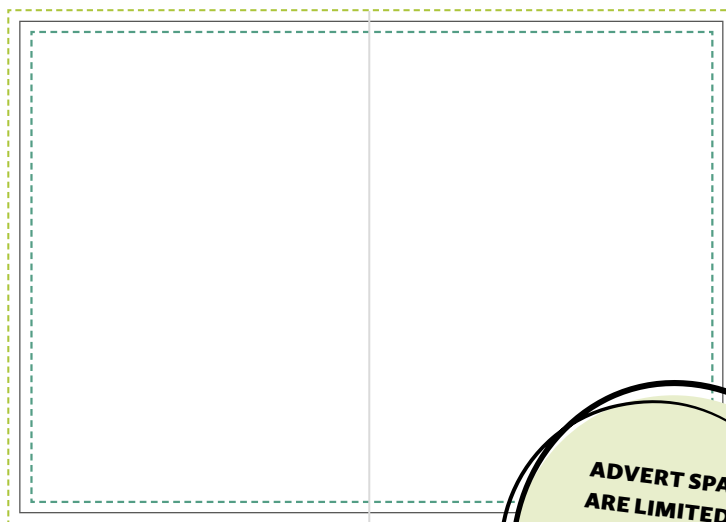


FULL PAGE OR BACK COVER

Trim: 210mm x 297mm

Type: 194mm x 281mm

Bleed: 216mm x 303mm

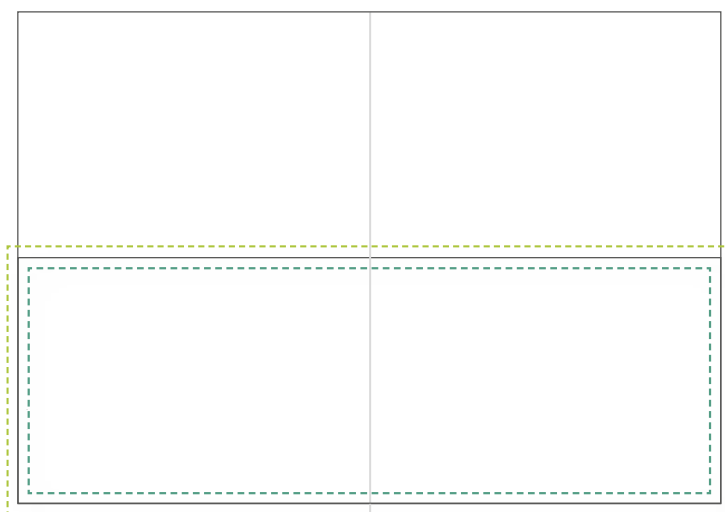


DOUBLE PAGE SPREAD

Trim: 297mm x 420mm

Type: 281mm x 404mm

Bleed: 303 mm x 426mm



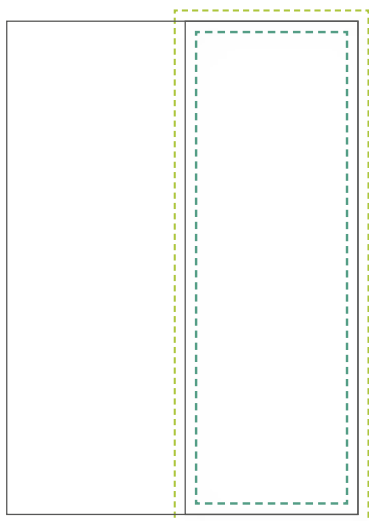
HALF PAGE SPREAD

Trim: 420mm x 145mm

Type: 404mm x 129mm

Bleed: 426mm x 151mm



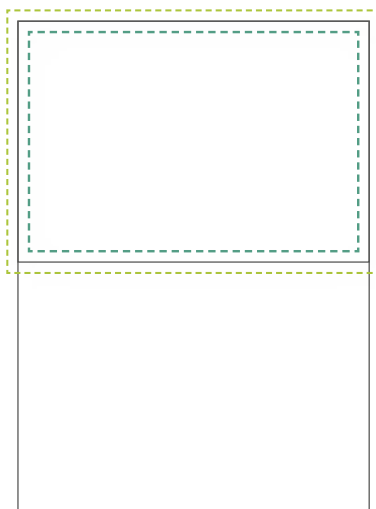


HALF PAGE VERTICAL

Trim: 105mm x 297mm

Type: 89mm x 281mm

Bleed: 201mm x 303mm



HALF PAGE HORIZONTAL

Trim: 210mm x 145mm

Type: 194mm x 129mm

Bleed: 216mm x 151mm

Media specification

All print ready advertising artwork must be sent to **stiritup@countryrange.co.uk** on or before the specified deadline as detailed in the Deadline Calendar.

ACCEPTABLE FILE FORMATS:

Our preferred format is Adobe Acrobat PDF, these must be:

- High resolution (press optimised)
- Fonts embedded
- Pre-flight check advisable

OTHER ACCEPTABLE FILE FORMATS INCLUDE:

- Photoshop TIFF, EPS (CMYK 300dpi), Illustrator EPS (fonts outlined, linked graphics)
- We do not accept open documents of Quark, InDesign and Illustrator

Investment

Size	x 1 insertion	2 - 5 insertions	6 + insertions
Double page spread	£5,400	less 5%	less 10%
Full page	£2,880	less 5%	less 10%
Half page spread	£2,880	less 5%	less 10%
Half page horizontal	£1,940	less 5%	less 10%
Half page vertical	£1,940	less 5%	less 10%
Back cover	£3,500	less 5%	less 10%

Get the most impact out of your print adverts by running a combined print and digital campaign. **Talk to us to find out more!**

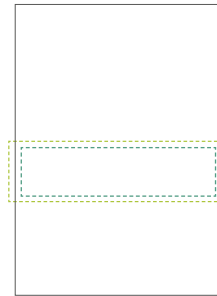


Please do not include any pricing or promotional mechanic on any of the adverts that are submitted for inclusion within the magazine.

ADDITIONAL PRINT OPPORTUNITIES

In addition to the advertising and editorial opportunities available, we can provide additional print opportunities to maximise your brand campaigns.

From taking over the front cover of Stir it up with belly bands or corner pockets to providing tear out inserts or mini recipe booklets – we've got you covered.

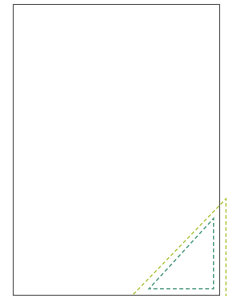


BELLY BANDS AND WRAPS

A belly band wraps around the whole mag, a belly wrap tucks in the centre fold and can open up on a desired advert.

Full standard size:
694mm x 70mm

Fold in area:
135mm x 70mm
on either side



CORNER POCKETS

Multiple shape and die line options available

SAMPLES AND INSERTS

Multiple size options available.



FOLD OUT PAGES

GOT A UNIQUE IDEA?

GET IN TOUCH WITH US TO SEE IF WE CAN MAKE IT A REALITY.



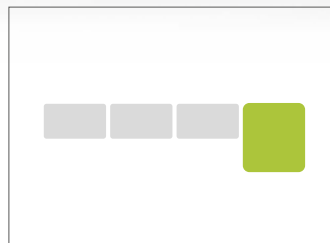
INVESTMENT

THESE MAGAZINE FEATURES ARE AVAILABLE FOR AN ADDITIONAL COST AND ARE MADE BESPOKE TO YOU! TALK TO OUR TEAM TO FIND OUT MORE.

DIGITAL ADVERTISING RATES & SPECIFICATIONS

for the Stir it up
website

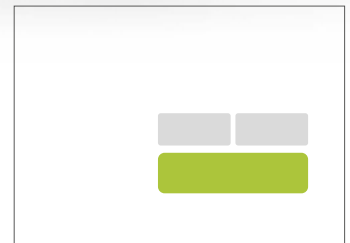
The online opportunities available through the Stir it up website and across our social media platforms complement our printed magazine. Get the most out of your advertising campaigns by running both print and digital adverts at the same time!



TILE

Static graphic on either homepage, sector page and related post and recipe pages

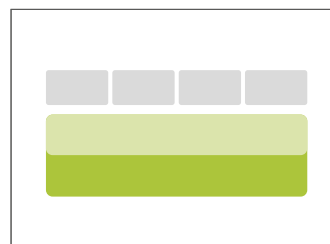
- 600px x 600px
- Leave 30 px border all round
- Leave top left corner clear
- File format: JPG/GIF
- Can link internally or externally



ENHANCED TILE

1 x static graphic on either homepage, latest news and related post and recipe pages

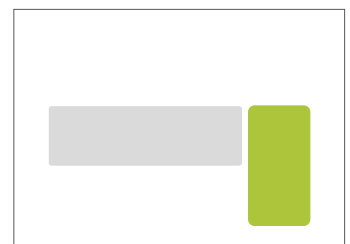
- 1632px x 510px
- Leave 30 px border all round
- Leave top left corner clear
- File format: JPG/GIF
- Can link internally or externally



FOLDING TILE

Expanding graphic on either home, sector page and related post and recipe pages

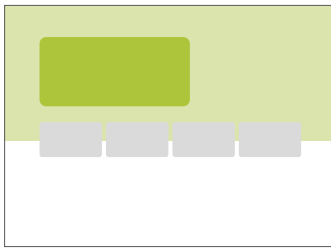
- 2265px x 350px - visible
- 2265px x 700px - expanded
- Leave 30 px border all round
- Leave top left corner clear
- File format: JPG/GIF
- Can link internally or externally



SIDEBAR ADVERT

1 x sidebar graphic on marketplace, latest news or recipe pages

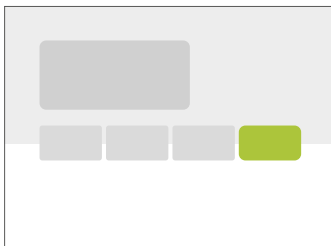
- 600px x 1200px
- Leave 30 px border all round
- Leave top left corner clear
- File format: JPG/GIF
- Can link internally or externally



BILLBOARD - HOMEPAGE

1 x sliding graphic on homepage

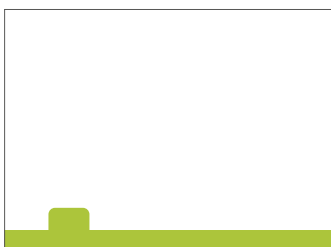
- **1920px x 1080px** - background: no text, JPG
- **1470px x 770px** - billboard graphic: transparent background, PNG/GIF
- Leave 30 px border all round
- Leave top left corner clear
- Can link internally or externally
- For mobile please supply 1x title graphic



4 BLOCK TILE

Static graphic on either home or sector pages

- **600px x 340px**
- Leave 30 px border all round
- Leave top left corner clear
- File format: JPG/GIF
- Can link internally or externally



STICKY BOTTOM BANNER

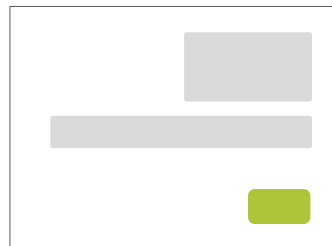
A static banner that sticks to the bottom of the screen – only available as part of the homepage and sector page takeovers

- **1980px x 150px** - background image: no text, JPG
- **660px x 75 px** - centre graphic: transparent background, PNG/GIF
- **600px x 400px** - overlay: transparent background, PNG/GIF
- Leave 20 px border top and bottom
- Can link internally or externally

BILLBOARD - SECTOR PAGE

1 x sliding graphic on a sector page

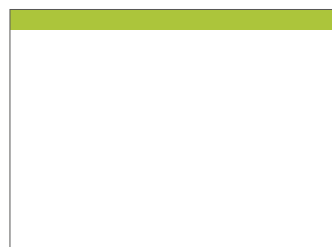
- **1920px x 1080px** - background: no text, JPG
- **1470px x 770px** - billboard graphic: transparent background, PNG/GIF
- Leave 30 px border all round
- Leave top left corner clear
- Can link internally or externally
- For mobile please supply 1x title graphic



RECIPE PAGE TILE

A static graphic on up to 9 selected recipe pages

- **600px x 340px**
- Leave 30px border all round
- Leave top left corner clear
- File format: JPG/GIF
- Can link internally or externally

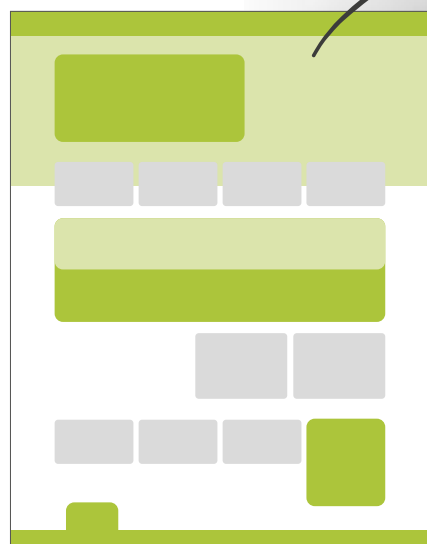


TOP OF PAGE BANNER

A static banner above the header – only available as part of the homepage and sector page takeovers

- **1980px x 150px** – background image: no text, JPG
- **660px x 75 px** - centre graphic: transparent background, PNG/GIF
- Leave 20 px border top and bottom
- Can link internally or externally

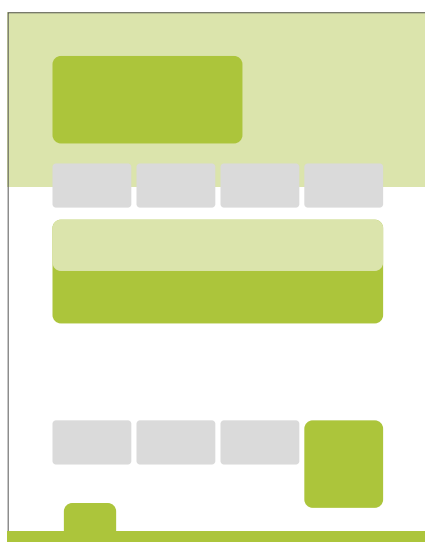
“WE LOOK FORWARD TO EVERY ISSUE OF STIR IT UP!”



HOMEPAGE TAKEOVER

A full takeover of the Stir it up homepage

- 1x Tile
- 1x Homepage Billboard
- 1x Sticky Bottom Banner
- 1x Top of Page Banner



SECTOR PAGE TAKEOVER

A full takeover of either the Education, Care or Hospitality sector page

- 1x Tile
- 1x Homepage Billboard
- 1x Sticky Bottom Banner
- 1x Top of Page Banner



Investment

Digital Advert	Cost
Tile	£1,100
Folding Tile	£1,800
Enhanced Tile	£1,100
Sidebar Advert	£1,500
Billboard - Homepage	£3,500
4 Block Tile	£1,100
Billboard - Sector Page	£2,000
Homepage Takeover	£6,000
Sector Page Takeover	£3,500
Brand Page & Recipe Pack	£1,650
Brand Page & Tile Recipe Pack	£2,200
Brand Page & Folding Tile Recipe Pack	£2,750
Recipe Page Tile	£750
ALL DIGITAL PACKAGES RUN FOR A CALENDAR MONTH	

Brand Pages

Enhance your brand's visibility with our brand page and recipe packs. Get your own fully branded landing page featuring up to nine of your recipes, editorial submissions and optional custom text and external links. To maximize exposure, a selection of your recipes will also be showcased as featured content across our homepage and recipe page.

BRAND PAGE & RECIPE PACK

Creation of a dedicated brand page with recipes and editorial

- Brand logo
- Banner image - no text in the graphic
- File format: JPG/GIF

BRAND PAGE & TILE RECIPE PACK

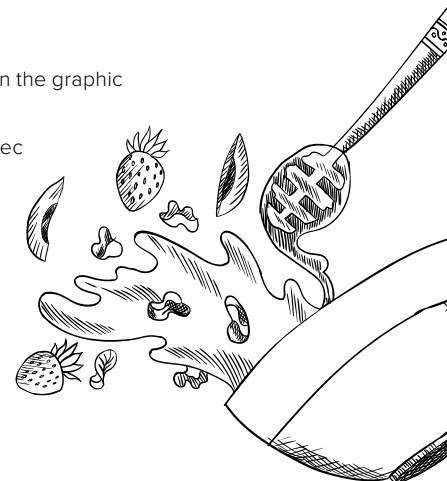
Creation of a dedicated brand page with recipes and editorial with 1 x tile placement

- Brand logo
- Banner image - no text in the graphic
- File format: JPG/GIF
- See folding tile asset spec

BRAND PAGE & FOLDING TILE RECIPE PACK

Creation of a dedicated brand page with recipes and editorial with 1 x folding tile placement

- Brand logo
- Banner image - no text in the graphic
- File format: JPG/GIF
- See folding tile asset spec



SOCIAL MEDIA OPPORTUNITIES

Let's get social

We love sharing great content — and if you've got something worth shouting about, we want to see it! From standout recipes and product inspiration to exciting news and campaigns, simply send us your social content throughout the year and we'll help amplify it across our growing platforms.

Want to go bigger?

We also offer bespoke joint social campaigns and competitions that include:

- Custom posts, stories, and reels
- Tailored prize packages to boost engagement
- Platform-specific copywriting and visuals
- Full campaign management, including audience engagement and community moderation
- All shared with our members

Our social platforms are a powerful way to increase your brand visibility and connect with a community of engaged caterers.

All our social activity can be tailored to support your broader campaigns or be unique to the SIU community, so contact our team to explore opportunities for collaboration.

- <https://www.linkedin.com/company/stirrup/>
- <https://www.instagram.com/stirrupmag/>



JOIN THE SOCIAL COMMUNITY

We love getting social. If you have any social content that you would like to share with us throughout the year then simply send it to us. There are also opportunities for some bespoke social campaigns.

stirrup stirrupmag

OTHER OPPORTUNITIES

Unlock even more ways to get your brand seen beyond traditional advertising, Stir it up offers a variety of creative and impactful opportunities designed to put your brand in front of engaged caterers and decision-makers. From exclusive seasonal campaigns and inspiring recipe guides to dynamic digital takeovers, these options help you reach your audience in fresh, memorable ways. Whether you're looking to boost visibility, drive engagement, or align with key industry themes, we've got unique solutions to fit your goals.

JOIN THE COUNTRY CLUB

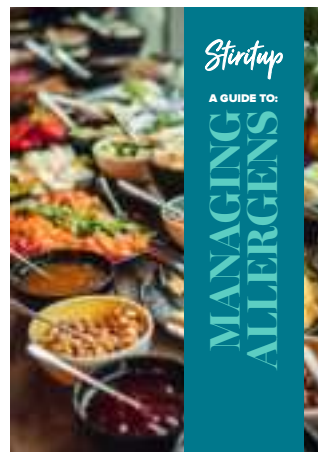
Exclusive to Country Range Group customers our Country Club competition is a much-loved feature, offering exciting prizes every issue based on current themes, trends and guest features – and now, you can get involved too!

Join the Country Club by sponsoring a prize and enjoy added brand exposure across the magazine, social channels and website. It's a great way to boost visibility whilst supporting the Stir it up community with memorable rewards and experiences.

STIR IT UP ADVENT CALENDAR

Celebrate the most wonderful time of the year with our exclusive Advent Calendar competition for Country Range Group customers. This festive campaign takes over our Nov/Dec cover, and gives you the chance to sponsor an advent calendar door, have your own dedicated competition landing page and sponsor a standout prize — all supported with exposure across our social channels.

Want to get involved? Contact our team to secure your spot and spread some festive cheer while boosting your brand!



STIR IT UP GUIDES

Throughout the year, we'll be producing a series of concise trend reports and sector-specific guides to equip caterers with key market insights, data, and inspiring recipes.

Want to get involved? Contact our team at stiritup@countryrange.co.uk to find out how your brand can be featured.



Group Takeovers

Our most exclusive campaign opportunity, the Group Takeover offers key branded suppliers the chance to invest in a high-impact, multi-channel marketing campaign across the entire Country Range Group.

Delivered through Stir it up's print and digital platforms — and mirrored across individual Group wholesaler channels* — this campaign gives your brand standout exposure across:

- Stir it up Promotions
- Stir it up Magazine
- Stir it up Website
- Social Media Channels
- Member Wholesaler Websites
- Plus additional activities such as RARA Days and Focus Weeks with our members

With limited availability and exceptional reach, the Group Takeover is the ultimate way to get your brand seen by thousands of engaged caterers.

Interested? Get in touch with our team today — spaces are limited and go fast!

**Dependent upon member capabilities*

2026 DEADLINE CALENDAR

Period	Supplier Proposal Deadline <i>Promotions & advert details to reach us before:</i>	Editorial Deadline	Artwork deadline <i>All magazine artwork due in</i>	# Buying in dates	From	To	Sell
				Selling out dates	Monday	Friday	Duration
January	19.09.25	16.10.25	23.10.25	Buying In	08.12.25	30.01.26	4 weeks
				Selling Out	05.01.26	30.01.26	
February (Promotions only)	08.10.25	N/A	N/A	Buying In	05.01.26	27.02.26	4 weeks
				Selling Out	02.02.26	27.02.26	
March	05.11.25	11.12.25	18.12.25	Buying In	02.02.26	27.03.26	4 weeks
				Selling Out	02.03.26	27.03.26	
April	10.12.25	15.01.26	22.01.26	Buying In	09.03.26	01.05.26	5 weeks
				Selling Out	30.03.26	01.05.26	
May	14.01.26	12.02.26	19.02.26	Buying In	06.04.26	29.05.26	4 weeks
				Selling Out	04.05.26	29.05.26	
June	11.02.26	12.03.26	19.03.26	Buying In	04.05.26	26.06.26	4 weeks
				Selling Out	01.06.26	26.06.26	
July	18.03.26	16.04.26	23.04.26	Buying In	08.06.26	31.07.26	5 weeks
				Selling Out	29.06.26	31.07.26	
August (Promotions only)	16.04.26	N/A	N/A	Buying In	06.07.26	28.08.26	4 weeks
				Selling Out	03.08.26	28.08.26	
September	20.05.26	18.06.26	25.06.26	Buying In	10.08.26	02.10.26	4 weeks
				Selling Out	31.08.26	02.10.26	
October	17.06.26	16.07.26	23.07.26	Buying In	07.09.26	30.10.26	5 weeks
				Selling Out	05.10.26	30.10.26	
November/ December	15.07.26	20.08.26	27.08.26	Buying In	12.10.26	01.01.27	8 weeks
				Selling Out	02.11.26	01.01.27	

OUR BUYING IN DATES ALWAYS REFER TO DATE OF ORDER.

Therefore all orders placed by members within the promotion period would qualify for any 'off-invoice' discount offered. If your invoicing systems work on any other period of time, i.e. Date of Delivery, you will need to adapt your own input information to ensure that members' orders are captured and processed correctly.

All editorial and print advertising must be received by the specified deadline, if you miss a deadline or miss an advert submission completely you may still be charged.



HOW TO EXPORT TO PRINT

Cheat Sheet

InDesign

Id

SETUP

File > Document setup > Bleed and Slug

- **Bleed: 3mm**
- **Margins: 16mm**



EXPORT

File > Export

- Format: Adobe PDF (PRINT) > **Save**
- Adobe PDF Preset: **Press Quality**
- Compression: Untick '**Compress Text and Line Art**'
- Marks and Bleeds: Tick '**Crop Marks**' Tick: '**Bleed Marks**' Weight: **0.50pt**, Offset: **3mm**
- Tick '**Use Document Bleed Settings**' (3mm)

Export

Illustrator

Ai

SETUP

File > New

- **Bleed: 3mm**
- **Colour Mode: CMYK**
- **Raster Effects: 300ppi**

View > Rulers: **Show Rulers**. You can drag out the guides to create a safe area for your copy.



EXPORT

File > Save As

- Format: Adobe PDF > **Save**
- Adobe PDF Preset: **Press Quality**
- Compression: Untick '**Compress Text and Line Art**'
- Marks and Bleeds: Tick '**Crop Marks**' Tick: '**Bleed Marks**' Weight: **0.50pt**, Offset: **3mm**
- Tick '**Use Document Bleed Settings**' (3mm)

Save PDF

Canva



SETUP

File > Settings: **Show Rulers and Guides**.
You can drag out the guides to create a safe area for your copy.

File > Settings: **Show Print Bleed**



EXPORT

File > Download

- File Type: **PDF Print**
- Tick '**Crop Marks and Bleed**'
- Colour Profile: **CMYK**

Select **Download**

Note: Canva is an RGB colour mode programme so if you then export to print, it will change your colours to CMYK and they will look different/muted - this is normal.

Design Glossary

CROP MARKS – These are small black lines or 'marks' that sit 5mm or so from the corners of the artwork. They show the printer where the edge of the page or artwork is and where to cut or 'crop' from.

TRIM – The final size of your printed piece after it has been cut along the crop marks.

BLEED – An extra area of colour or images that extends beyond the final trim line to ensure no unprinted edges appear after cutting.

CMYK – An abbreviation for the four ink plates used in the printing process: cyan, magenta, yellow, and key (black). This colour model is standard for printed materials.

RGB – The abbreviation refers to the three colour model: red, green, and blue which add together to create the different colours you see on a screen.

300 DPI – (dots per inch) is a widely accepted standard for high-quality printing, meaning that a printer will place 300 individual dots of ink within every inch of a physical image, resulting in sharp and clear visual.

RULERS AND GUIDES – Non-printing tools in your workspace that help you align and position elements on a page or canvas.



We recommend using Adobe InDesign or Illustrator when preparing print files, as these programs are specifically designed for professional print production. Canva is primarily intended for digital and web use, and is not the most suitable option for creating high-quality print materials.

Stiritup

stiritupmagazine.co.uk

Country Range Group,
4 & 5 Jupiter House, Mercury Rise,
Altham Business Park,
Altham, Lancashire
BB5 5BY