smart-pad - 1/3rd A4

Safe Print Area - 88x200mm - Keep all important text and graphics within this area.

Finish Product Size - 98x210mm - this is where your artwork will be trimmed - keep all important elements 5mm away from this line.

Bleed area 2mm - if you have a solid colour bleeding to the edge, extend it to the blue line this can also effect the final product size by up to 2mm