



MECHANICAL DATA

Advertisement Size	Type Area (D x W)	Bleed Size (D x W)	Trim Size (D X W)
Double Page Spread	270mm x 396mm	303mm x 426mm	297mm x 420mm
Full Page	270mm x 190mm	303mm x 213mm	297mm x 210mm
Front Cover (non-bleed)	216mm x 152mm	Type area only - in 'pro' to A4 page	
Mini Page	170mm x 123mm	187mm x 138mm	184mm x 135mm
Half Page (Upright)	270mm x 92mm	303mm x 105mm	297mm x 102mm
Half Page (Across)	133mm x 190mm	150mm x 213mm	147mm x 210mm
Half dps	133mm x 396mm	150mm x 426mm	147mm x 420mm
Third Page (Upright)	270mm x 60mm	303mm x 75mm	297mm x 72mm
Third Page (Across)	90mm x 190mm	107mm x 213mm	104mm x 210mm
Quarter Page (Upright)	133mm x 92mm	150mm x 105mm	147mm x 102mm
Quarter Page (Column)	270mm x 44mm	303mm x 57mm	297mm x 54mm
Quarter Page (Across)	63mm x 190mm	80mm x 213mm	77mm x 210mm
Quarter dps	63mm x 396mm	80mm x 426mm	77mm x 420mm
Eighth Page (Upright)	133mm x 44mm	Not available - type area only	
Eighth Page (Across)	63mm x 92mm	Not available - type area only	
Sixteenth Page	63mm x 44mm	Not available - type area only	

Column Width: type area - single 44mm, double 92mm, triple 140mm, quad 190mm

Printing Process - Web Offset. **Binding** - saddle stitched. **Trim size** - 297mm x 210mm

Advertisement Copy Requirements

Copy: Digital copy via disk, e-mail, or ISDN - please refer to separate sheet for detail. When digital material is supplied a proof should also be sent. No responsibility for poor or incorrect advertisement reproduction can be accepted by the publisher or their agents if no matching proof was supplied. Prior to printing every endeavour is made to 'flight check' advertisements supplied in digital material. However the onus remains upon the supplier to ensure the material supplied matches our specifications.

Additional Costs: Clients who choose to supply copy, pics, and layout for setting and scanning will incur production charges. Estimates can be given on receipt of copy. Mono proofs are usually sent when setting is required. If time permits a low res. pdf will be e-mailed for copy approval.

Process (Spot) colours: process cyan, magenta, and yellow.

Print Colour Sequence: Black, Cyan, Magenta, Yellow.

Copy Dates: For digital - by 1st of publication month. Where layout and setting is involved (which may incur additional charges) - by 20th of month prior.

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