

MONTHLY MAG AD SPECS

Full page trim
260mm x 350mm

Minimum bleed: 5mm

Text area: 242mm x 332mm

ANY TEXT OR IMAGE EXTENDING OUTSIDE THIS AREA MAY BE TRIMMED OFF.

Column ads:

- 2 column: 78mm
- 3 column: 119mm
- 4 column: 160mm
- 5 column: 201mm
- 6 column: 242mm

(Example: An 80mm x 2 column ad will measure 80mm x 78mm)

RECOMMENDED INKWEIGHTS

COVER SECTION GLOSS COLOUR: 290%

INNER PAGES NEWSPRINT COLOUR: 240%

PREFERRED FORMAT: 300dpi CMYK PDF

Accepted alternate formats: 300dpi jpg, psd

Illustrator eps with all fonts converted to paths

Indesign (CS4 or later) packaged with all links and fonts

ABSOLUTELY NO MS WORD OR MS PUBLISHER FILES ACCEPTED AS FINISHED ART

Quarter page ad:

119mm wide x 165mm deep

No image or text outside this area

Half page ad:

242mm wide x 165mm deep

No image or text outside this area