

# New Idea Specifications

**DISPLAY AREAS:** Measurements are depth (mm) x width (mm)

	<b>TYPE AREA (mm)</b>	<b>TRIM (mm)</b>	<b>BLEED (mm)</b>
Double page spread	267 x 420mm*	297 x 450mm	317 x 470mm
Full page	267 x 192mm	297 x 225mm	317 x 245mm
Half page horizontal	133.5 x 192mm	148.5 x 225mm	168.5 x 245mm
Half page vertical	267 x 96mm	297 x 112mm	317 x 132mm
Third page horizontal	89 x 192mm	99 x 225mm	119 x 245mm
Third page vertical	267 x 64mm	297 x 75mm	317 x 95mm

No type to be within 7mm of trim

## GENERAL SPECIFICATIONS

1. Media is to be supplied to the correct publication size, taking special care to include bleed, trim and registration marks (minimum bleed is 5mm).
2. Register and trim marks must appear on all ads, located 8mm outside the trim area.
3. All fonts need to be embedded into PDF files.
4. True Type or CID fonts are not to be used.
5. All reverse lettering is to be no less than 10pt type or made up from more than 2 colours.
6. Files must be saved in CMYK format. RGB or Lab colour files will be rejected.
7. Images must be at least 260 dpi, ideally 300dpi at 100%.
8. Solid black panels or backgrounds should carry 40% Cyan to reinforce the black print.
9. Screen ruling 120 lines per inch.
10. The maximum total ink coverage should be 290% with a black limit of 90% (light to medium GCR).
11. Correct grey balance must be built into the separations.

## SADDLE STITCHED

\*Avoid type running across the gutter on a double page spread. Type must be arranged to clear the spine by a minimum of 2mm on each side of the spine (total 4mm).

New Zealand Magazines will not be held responsible for any non-bleeding elements trimming off the page if the specifications do not comply with the live area as specified above.

To ensure accurate colour reproduction, New Zealand Magazines recommends a 3DAPv3 approved digital proof.

## COLOUR PROOFS

1. Colour proofs must be created at 100% in size and accompany any supplied material.
2. Tearsheets and colour laser proofs are not acceptable proofs.
3. In order to verify the proof it will need to contain the 3DAPv3 control strip.
4. The proof must be set up to the correct paper type of the magazine and section.
5. If a 3DAPv3 colour proof is not supplied, New Zealand Magazines or the printer will not accept responsibility for the printed result of the supplied advertising.

## TRANSFER MEDIA

Pacific Magazines will only accept digital pdf (version 1.3) files supplied via Quickcut/Pagestore or on CD.

For more information about Quickcut, contact them on (09) 524 1309 or visit [www.quickcut.co.nz](http://www.quickcut.co.nz).

## PRODUCTION CONTACT

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