

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

	TYPE AREA (mm)	TRIM (mm)	BLEED (mm)
Double page spread	252 x 396mm*	275 x 420mm	285 x 430mm
Full page	252 x 186mm	275 x 210mm	285 x 210mm
Half page horizontal	121 x 186mm	131 x 210mm	137 x 210mm
Half page vertical	252 x 91mm	275 x 105mm	285 x 115mm
Third page horizontal	74 x 186mm	83 x 210mm	93 x 220mm
Third page vertical	252 x 59mm	275 x 70mm	285 x 80mm

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

New Zealand 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.

PRODUCTION CONTACT

Lorne Kay, Production Manager

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Twelfth Page
93mm W x 40mm H
Flat rate: \$250 + GST

Full Page
210mm W x 275mm H
Casual rate: \$2500 + GST

Sixth Page
93mm W x 82mm H
Flat rate: \$500 + GST

Quarter Page
93mm W x 124mm H
Casual rate: \$1100 + GST

Half Page
190mm W x 124mm H
Casual rate: \$1700 + GST

PLEASE NOTE: Boxes are only an indication of size

For Directory Advertising contact Anita Rogers
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