

MATERIAL SPECIFICATIONS

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Simply You is committed to producing magazines of the highest production quality and it is the advertiser's responsibility to supply material to the guidelines and formats requested. The client will be notified if the supplied ad will not meet the expected guidelines.

PAGE DIMENSIONS

- Magazine is perfect bound (*see gutter allowance)
- Paper stock is heavy grade gloss art

SIZE	TYPE AREA (MM)	TRIM (MM)	BLEED (MM)
DPS*	420 x 235	440 x 275	450 x 285
* <i>Image overlap allowance for perfect bind on DPS: 16 mm in gutter</i>			
Full page	198 x 235	220 x 275	230 x 285
1/8 page	94 x 52	n/a	n/a
1/4 page	94 x 108	n/a	n/a
1/2 page vertical	98 x 235	n/a	n/a
1/2 page horizontal	198 x 116	n/a	n/a
1/3 page vertical	60 x 235	n/a	n/a
1/3 page horizontal	198 x 70	n/a	n/a

MECHANICAL SPECIFICATIONS

- All advertising files should be supplied as single-page, press-ready high resolution PDFs
- All fonts embedded in file
- Minimum 5mm bleed on all sides with trim marks
- Files must be CMYK, at least 300dpi at reproduction size, TIF or EPS – maximum 310% total ink weight – 85% black ink limit – GCR recommended
- All supplied advertising material must be accompanied by a signed proof

ADVERTISING MATERIAL DELIVERY TO

Advertising Coordinator
Simply You
 4th Floor, 46 Albert Street, Auckland
 T: 09 373 9441, E: ads@simplyyou.co.nz

FOR FURTHER INFORMATION ON TECHNICAL SPECIFICATIONS CONTACT

Dorothy Bowen, M: 021 421 467, E: dorothy.bowen@nzmagazines.co.nz

TERMS AND CONDITIONS

- Payment due 20th of the publication month.
- Cancellation date for bookings is four months prior to publication date. Cancellations after this date subject to a 50% penalty fee. Cancellation of booking 8 weeks prior to publication will be subject to a 100% penalty fee.
- All supplied branded advertising supplied subject to approval of *Simply You* Editorial Director.
- *Simply You* reserves the right to have editorial control of the appearance and content of all *Simply You* sponsored editorial production. Advertisers will be involved in the pre-production process.
- *Simply You* marketing partners will be provided with a proof for approval prior to publishing.
- Textile, soft furnishing, paint and wallpapers advertisers must provide fabric or colour swatches at the time of pre-production in order for us to ensure a true colour reproduction in print.
- Invoices not paid after 60 days may be forwarded for collection.
- The images produced by *Simply You* are subject to copyright and may not be reproduced in any part without the written permission of the publisher.
- Breach of copyright will incur legal action for the offending party.

FOR FURTHER INFORMATION
 AND ADVERTISING BOOKINGS
 CONTACT

AGENCY CLIENTS: JODIE SINCLAIR

E: jodie.sinclair@simplyyou.co.nz

T: 09 373 9481

DIRECT CLIENTS: ANGELA EARL

E: angela.earl@simplyyou.co.nz

T: 09 373 9485

SIMPLY YOU KEY DATES: BIENNIAL (MARCH & AUGUST)

	BOOKING DEADLINES		PRODUCTION DEADLINES	
	ON SALE	BOOKING DEADLINE	PHOTOGRAPHY	AD MATERIAL DEADLINE
SUMMER 11/12	29/8/11	16/6/11	16/6/11	22/7/11
WINTER 12	5/3/12	8/12/11	8/12/11	27/1/12
SUMMER 12/13	27/8/12	21/6/12	21/6/12	20/7/12
WINTER 13	4/3/13	13/12/12	13/12/12	25/1/13

SIMPLY YOU LIVING KEY DATES: BIENNIAL (JUNE AND NOVEMBER)

	BOOKING DEADLINE		PRODUCTION DEADLINE	
	ON SALE	BOOKING DEADLINE	PHOTOGRAPHY	AD MATERIAL DEADLINE
SUMMER 11/12	21/11/11	15/9/11	15/9/11	14/10/11
WINTER 12	28/5/12	29/3/12	29/3/12	20/4/12
SUMMER 12/13	19/11/12	13/9/12	13/9/12	12/10/12