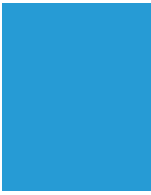


AD SIZES



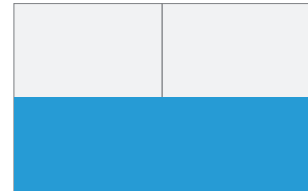
Full page

Trim: H 351mm x W 280mm
Bleed: H 357mm x W 286mm
(3mm all round)
Type: H 312mm x W 260mm



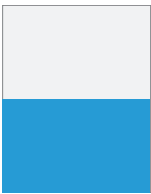
DPS

Trim: H 351mm x W 560mm
Bleed: H 357mm x W 566mm
(3mm all round)
Type: H 312mm x W 520mm



1/2 page DPS

Trim: H 175mm x W 560mm
Bleed: H 181mm x W 566mm
(3mm all round)
Type: H 156mm x W 520mm



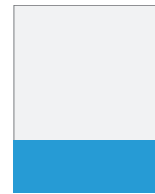
1/2 page horizontal

Trim: H 175mm x W 280mm
Bleed: H 181mm x W 286mm
(3mm all round)
Type: H 156mm x W 260mm



1/2 page vertical

Trim: H 351mm x W 560mm
Bleed: H 357mm x W 566mm
(3mm all round)
Type: H 312mm x W 520mm



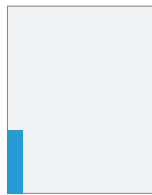
10 x 7

Trim: H 100mm x W 280mm
Bleed: H 106mm x W 286mm
(3mm all round)
Type: H 91mm x W 260mm



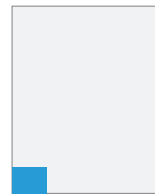
TV strip size 1

Type: H 105mm x W 30mm



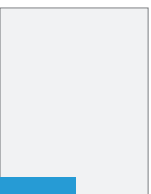
TV strip size 2

Type: H 120mm x W 30mm



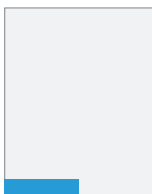
Brochure panel

Type: H 50mm x W 65mm



Horizontal strip

Type: H 34mm x W 142mm



TV strip

Type: H 30mm x W 140mm

COUPON

Any ad sites that contain a coupon must adhere to the following two rules to avoid clashing coupons:

1. The coupon must be on the right hand side of the page
2. The coupon cannot run more than 50% across the page

*Sizes as per flexo printed papers.

FILE SPECIFICATION

- All files transmitted to us should be in Adobe Portable Document Format (PDF)
 - Files should be sent to the size of the media box
 - Files should be sent in with a transparent background
 - Files should be sent in the form of PDF 1.3 via one of the options below, and must be PDF/X-1a compliant
 - Colour CMYK. Pantone with appropriate CMYK Mapping is accepted but not recommended
 - Fonts - All fonts MUST be embedded, Type I or True Type only
 - Neither custom transfer functions nor custom halftones are accepted
 - Image Resolution
 - Magazine 300dpi
-

FILE PREPARATION

- Ink weight should not exceed 360%
 - Reverse out white or coloured text should be no smaller than 10pt bold and should not be compressed
 - Reverse out text should not be more than two colours
 - Small letters with fine serifs should not be used for reversals
 - Body text must be single colour or two colour at most, and no less than 8pt in size and also not compressed
 - Line weight must not be less than 1pt
-

COLOUR IMAGE PARAMETERS

- Weekend Magazine, ICC profile: PRI_NP_Ex88_V2.icc
- Total ink weight = 360%
- Max black 100%