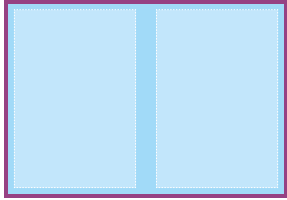
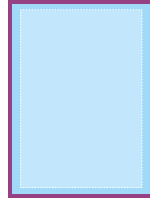


## PRINT SPECIFICATIONS

# NEW ZEALAND Reader's Digest



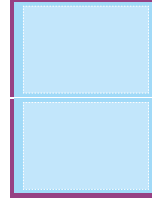
DOUBLE PAGE SPREAD



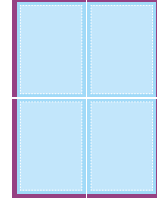
FULL PAGE



HALF PAGE  
VERTICAL



HALF PAGE  
HORIZONTAL



QUARTER  
PAGE

### Advertisement dimensions

Millimetres (height x width)

	TYPE AREA	TRIM AREA	BLEED
<b>FULL PAGE</b>	173 x 118	184 x 134	192 x 142
<b>DOUBLE PAGE SPREAD</b>	173 x 256	184 x 268	192 x 276
<b>HALF PAGE HORIZONTAL</b>	82 x 118	89 x 134	Add 4 at bottom & sides
<b>HALF PAGE VERTICAL</b>	173 x 58	184 x 65	Add 4 at bottom & top
<b>THIRD PAGE HORIZONTAL</b>	60 x 121	61 x 134	Add 4 sides & bottom
<b>QUARTER PAGE</b>	86 x 60	92 x 67	96 x 71
<b>FRONT COVER GATEFOLD</b>	173 x 208 / 173 x 76	184 x 222 / 184 x 90	Add 4 side & bottom and 7 on top
<b>BACK COVER GATEFOLD</b>	173 x 208 / 173 x 76	184 x 222 / 184 x 90	Add 4 side & bottom and 7 on top
<b>INSERT</b>	MAX: 170 x 120 MIN: 150 x 105		
<b>ONSERT</b>	MAX: 184 x 134 MIN: 150 x 100		
<b>BUSINESS REPLY CARD (L)</b>	174 x 125	134 x 184	Add 4 all sides
<b>BUSINESS REPLY CARD (S)</b>	174 x 100	184 x 109	Add 4 all sides

### PRODUCTION

Press quality PDF to be supplied to your Reader's Digest sales representative.

All digital documents should include all screen and printer fonts, EPS and TIFF files.

### MATERIAL GUIDELINES

- Trim size must match the above specifications. Please include trim marks on all artwork with a minimum of 4mm bleed all around the artwork.
- Images below 300 dpi are not recommended
- All images must be **CMYK** (Cyan, Magenta, Yellow, and Black). **Do not** supply RGB or Spot colour images.
- All images must be converted to CMYK before saving as a PDF.
- Maximum ink coverage should not exceed 270%.
- PDF fonts and high-resolution images must be embedded for Acrobat 4.0 or 5.0. files.
- **Double Page Spread:** To be supplied as two single pages. If type runs across the spine, allow 5mm space on either side of spine i.e. 10mm in total.
- Allow 30mm in gutter (15mm on each page) for gutter creep.
- **Printing:** Heatset web offset. **Line screen:** AM 133lpi is used. **Proofing:** 3DAPv3 Paper type 4 or ISO 42L profile.