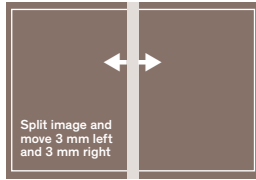


Print Advertising Material Specifications

Display advertising sizes



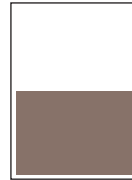
Double-page spread
280 D x 450 W (page trim)



Double-page image
280 D x 450 W (page trim)



Full page
280 D x 225 W (page trim)

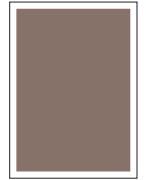


Half page
118 D x 191 W (no bleed)

Advertisorial sizes



Double-page spread



Full page

Display advertising	Trim size (mm)	Bleed size (mm)	Type area (mm)
Double-page spread, double-page image	280 D x 450 W	290 D x 460 W	252 D x 422 W
Full page	280 D x 225 W	290 D x 235 W	252 D x 197 W
Half page	N/A	N/A	118 D x 191 W

Advertisorial	Content requirements
Double-page spread	3–5 high-quality images, 250–400 words, company or brand logo, contact details
Single page	1–3 high-quality images, 150–300 words, company or brand logo, contact details

General requirements

- Colour** All colours, including those used in images and EPS files, must be RGB or greyscale; no embedded colour profiles; no spot colours; black areas should be set to overprint; white logos and type should be set to knockout.
- Images/logos** All images must be RGB colour mode, JPEG format, at high-resolution (300dpi), saved at maximum-quality, ideally at 100% scaling of the final size. Logos must be vector EPS or vector PDF files. All fonts must be embedded or outlined.

Display advertising requirements

- Format** High-resolution PDF with bleed and trim marks included. Offset all registration marks by 5 mm. Fonts must be embedded.
- Bleed** Where required, bleed should be a minimum of 3 mm; 5 mm is recommended.
- Double page** Supply double page (DPS) files as two single pages. For images spanning a spread, the image should be split at the gutter and each half moved 3 mm toward the outer edge of its page to allow for gutter loss.

Advertisorial requirements

- Content** Copy should report on the benefits or application of the product and include a brand logo, web address or contact details. You can supply dedicated copy or press releases. New material is preferred. Repeat items must be updated with a new image and revised copy.
- Editing** Advertisorial items are edited to 'house style' and the graphic presentation of the magazine.
- Text** Text may be sent as a Microsoft Word file, or via email for shorter pieces.

Delivery instructions

- Send method** Email, AdSend, DropBox, WeTransfer or similar. Please indicate the magazine title and the issue date the material is for.
- Send to** production@archmedia.com.au

Terms and conditions

Advertising and material supply is subject to Architecture Media's advertising terms and conditions. For more information: architecturemedia.com/media-kit

Production and material enquiries

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