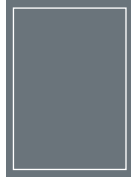


Print Advertising Material Specifications – Display

Display advertising sizes



Double-page spread
292 D x 450 W
(page trim + 5 mm bleed)



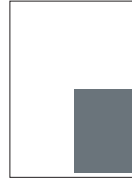
Full page
292 D x 225 W
(page trim + 5 mm bleed)



Half-page horizontal
127 D x 193 W (no bleed)



Half-page vertical
263 D x 92 W (no bleed)



Quarter page
127 D x 92 W (no bleed)

Display advertising	Trim size (mm)	Bleed size (mm)	Type area (mm)
Double-page spread	292 D x 450 W	302 D x 460 W	262 D x 420 W
Full page	292 D x 225 W	302 D x 235 W	262 D x 195 W
Half-page horizontal	N/A	N/A	127 D x 193 W
Half-page vertical	N/A	N/A	263 D x 92 W
Quarter page	N/A	N/A	127 D x 92 W

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.

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.

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.

Production and material enquiries

Telephone: +61 3 8699 1000
Email: production@archmedia.com.au

Advertising booking enquiries

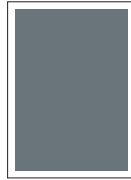
Telephone: +61 3 8699 1000
Email: advertising@archmedia.com.au

Print Advertising Material Specifications – Advertorial and Special Executions

Front cover package, advertorial and editorial support sizes



Double-page spread



Full page



Half page horizontal



Half page vertical



Quarter page

Cover package

Cover	High-quality cover image, cover lines up to 12 words (subject to editor's acceptance), company logo
Cover story	Full-page advertorial: 3–5 high-quality images, up to 400 words, company logo, web address, contact details

Feature package

2 page feature leader	High-quality full-page image, feature text up to 12 words (subject to editor's acceptance), company logo Full-page advertorial: 3–5 high-quality images, up to 400 words, company logo, web address, contact details
1.5 page feature leader	High-quality full-page image, feature text up to 12 words (subject to editor's acceptance), company logo Half-page advertorial: 2 high-quality images, up to 180 words, company logo, promoted product's web address

Advertorial

Double-page spread	5 high-quality images, up to 800 words, company logo, promoted product's web address
Full page	3–5 high-quality images, up to 400 words, company logo, promoted product's web address
Half page	2 high-quality images, up to 180 words, company logo, promoted product's web address
Quarter page	1 high-quality image, up to 90 words, company logo, promoted product's web address

Editorial support

Quarter page	1 high-quality image, up to 90 words, promoted product's web address
Half page	2 high-quality images, up to 180 words, promoted product's web address

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.

Advertorial and editorial support 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 featuring the same product must be updated with a new image and revised copy.

Editing Advertorial and editorial support items are edited to 'house style' and the graphic presentation of the magazine.

Proofs Advertorial items will be sent as a PDF for approval prior to print.

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

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