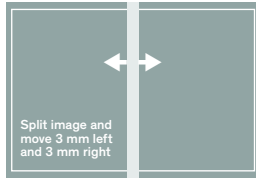


Print Advertising Material Specifications

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)

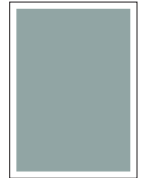


Half page
124 D x 196 W (no bleed)

Advertisorial sizes



Double-page spread



Full page

Display advertising

Double-page spread, double-page image

Trim size (mm)

280 D x 450 W

Bleed size (mm)

290 D x 460 W

Type area (mm)

252 D x 422 W

Full page

280 D x 225 W

290 D x 235 W

252 D x 197 W

Half-page horizontal

N/A

N/A

124 D x 196 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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