Supplying Artwork

The supplier of the advertising media is responsible for all aspects of the files supplied.

If the size of your artwork is incorrect we will notify you to resupply the artwork. This can sometimes be at our Printing Stage when our printer notifies Beaches COVERED. with any artwork that doesn't meet our printing needs. We accept press ready, high resolution PDF files.

We recommend saving the file as an .PS out of your native program and using Acrobat Distiller to create the PDF. PDFs generated within Microsoft Office are not acceptable.

PDFs created from native programs such as Indesign or Illustrator are acceptable.

Editorial Spaces

Beaches COVERED. design all editorial spaces in the magazine. For design consistency throughout every editorial uses Beaches COVERED. corporate fonts with a uniquely designed call-to-action area which includes your logo, contact details, website and social media account names.

MARKETING SPACE SIZES

Double Page Spread: 420mm (wide) x 275mm (high) + 5mm Bleed, no cropmarks

Full Page: 210mm (wide) x 275mm (high) + 5mm Bleed, no cropmarks

1/2 Page: 178.5mm (wide) x 117mm (high), no cropmarks

1/3 Page: 178.5mm (wide) x 77mm (high), no cropmarks

1/4 Page Horizontal: 178.5mm (wide) x 57mm (high), no cropmarks

ADVERTISING SPACES

Double Page Spread
420mm wide
275mm high
+5mm bleed
No crop marks

Full Page
210mm wide
275mm high
+5mm bleed
No crop marks

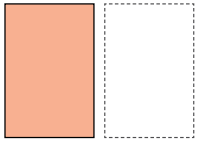
Half Page
178.5mm wide
117mm high



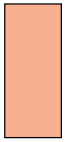
Third Page
178.5mm wide
78mm high



Quarter Page
87mm wide
117mm high



1/6 Page
56mm wide
117mm high



1/12 Page
56mm wide
58mm high



PRODUCTION | megan@beachescovered.com.au | **0419 980 817**

Advertising Ad Space Info

The supplier of the advertising media is responsible for all aspects of the files supplied.

Sizing

Ensure that your paper size and your advertisement size are the same.

Type Area

It is recommended that your Type / Text area is set at the minimum of 10mm inside the above mentioned sizes.

For double-page spreads and full-page ads, avoid placing text across the gutter. **Allow a gutter space of 15mm to 20mm** to ensure no important information creeps into the fold area.

Fonts and Type

All type must be a minimum of 8pt and 10pt for reversed type.

All fonts need to be embedded into the PDF file or converted to outlines.

Colour

Files must be CMYK.

BLACK INK COVERAGE: Solid black panels or backgrounds should carry 40% Cyan, 40% Magenta, 40% Yellow and 100% Black to reinforce the black print.

For large areas of black coverage, please ensure your total ink density does not exceed 270% ink coverage.

You can check this in Adobe InDesign via Window > Output > Separations Preview > Ink Limit, or in Adobe Photoshop under Edit > Color Settings.

This limit is required due to the paper stock used for our magazine printing.

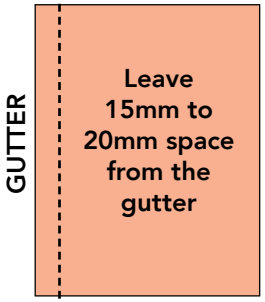
Image resolution

Images need to be 300dpi at print size.

Single Bitmap: 2400dpi

Double Page and Full Page Spaces

Please supply with 5mm Bleed and NO Crop Marks



Avoid running type across the gutter of a DPS. Leave between 15mm to 20mm gutter space to ensure no creep of important information into the gutter area.

Fine borders need to be at least 5mm from the trim area. We cannot guarantee the absolute accuracy of trimming due to the nature of web offset printing processes.

Double Page Spreads need to be supplied as one (1) piece of artwork.

Delivery of files

Please send your files to us via email:
megan@beachescovered.com.au

CLICK HERE TO EMAIL MEGAN >

For larger file sizes please use:

- Wetransfer.com
- Dropbox
- Google Drive
- Hightail

DOWNLOAD OUR EDITORIAL TEMPLATE

DOWNLOAD OUR INDESIGN DESIGN TEMPLATES