

Magazine Ad Sizes & Shapes

Popular advertisement sizes, where “w” = the width of the ad, and “h” = the height		
1/8th Page ad		
Vertical ad	45 mm w x 120 mm h	
1/6th Page ad		
Horizontal ad	85 mm w x 80 mm h	Vertical ad 55 mm w x 120 mm h
1/4 Page ad		
Horizontal ad	175 mm w x 60 mm h	Vertical ad 85 mm w x 120 mm h
1/3rd Page ad		
Horizontal ad	175 mm w x 80 mm h	Vertical ad 55 mm w x 248 mm h
1/2 Page ad		
Horizontal ad	175 mm w x 120 mm h	Vertical ad 85 mm w x 248 mm h
1/4 Page “Floating” ad		
Square	102 mm w x 102 mm h	- free standing, surrounded by editorial
1/3rd Page “Floating” ad		
Square	118 mm w x 118 mm h	- free standing, surrounded by editorial
Junior Page “Floating” ad		
Vertical (only)	115 mm w x 185 mm h	- free standing over two RH columns, editorial above, and alongside (single col on the LH side of the ad)
Full Page Ad		
Type Area	175 mm w x 248 mm h	- Full Page Bleed (3 sides) 209 mm w x 283 mm h
Double Page Spread ad		
Type Area	380 mm w x 248 mm h	- With Bleed All Round , 418 mm w x 283 mm h

Designer Notes: SEA Media uses the popular “American Quarto” format in most publications. The **Trimmed Page Size** is 275 mm high x 205 mm wide. The ‘type area’ on a full page is 248 mm x 175 mm. We use 15 mm side margins, with 13 mm margin on the top of the page, and 14 mm on the bottom. Where ‘super-size’ or bleed-off ads are being designed, we strongly recommend designers leave a 4mm margin **inside** the trimmed off page (to make sure valuable copy or picture details aren’t inadvertently trimmed off!) and we recommend at least 4 mm ‘bleeds’ off the edge of the trimmed page. 150-175 lpi screen ruling. And yes, a CMYK proof does help quality control.

If you can’t figure something out, have special problems or want to try something different, call

Peter (07) 5577 5700 (Ext 5) anytime at all.