

Super Size Half Page Horizontal Ad size when bled off the top and right hand side (to the red line) is **209 mm W x 140 mm H**

The trimmed page size (**275 mm H x 205 mm W**) after the mag is guillotined is shown by the green frame - but in the real world, copy should clear this line by at least 4 mm on either side of it. ***Please don't make ads this size!***

The dotted black line is the sensible limit of copy (words) placed in the ad. Pics can run right off the page to the outer bleed line (**red line**), but artists need to recognise that it is not good practise to take text (or important parts of a pic) to within **4 mm** of the edge of the trimmed page. The advert's copy area (or valuable bits of logos or pics) should thus be in an area no more than **197 mm W x 128 mm H** ie the dotted black line.

This same principle can be used for ads on the bottom of the page, too

Artists Please Note: This info is NOT the ACTUAL SIZE.

**Do NOT measure off this artwork, as it has been reduced to around 80% to fit on the page with the bleeds shown.
Queries ? Ring Peter (07) 5577 5700 Ext 5**

This is the standard size half page horizontal surrounded by the magazine's standard 15 mm gutters on the right, left and bottom.
The ad is 175 mm W x 121 mm H

Half Page Ads

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**Do NOT measure off this artwork, as it has been reduced to around 80% to fit on the page with the bleeds shown.
Queries ? Ring Peter (07) 5577 5700 Ext 5**

This is the standard size **half page vertical** surrounded by the magazine's standard 15 mm gutters on the top, side and bottom.

The ad is 85 mm W x 245 mm H

Super size Half Page Vertical Ad
size when bled off the top and right hand side (to the red line) is
105 mm W x 140 mm H

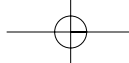
The magazine's trimmed page size (**275 mm H x 205 mm W**) after the mag is guillotined is shown by the green frame - but in the real world, copy should clear this line by at least 4 mm on either side of it.

Please don't make ads this size!

The dotted black line is the sensible limit of copy (words) placed in the ad. Pics can run right off the page to the outer bleed line (**red line**), but artists need to recognise that it is not good practise to take text (or important parts of a pic) to within **4mm** of the edge of the trimmed page. The advert's copy area (or valuable bits of logos or pics) should thus be in an area no more than **92.5 mm W x 267 mm H, ie the dotted black line.**

This same principle can be used for ads on the left hand side of the page, too.

Half Page Ads

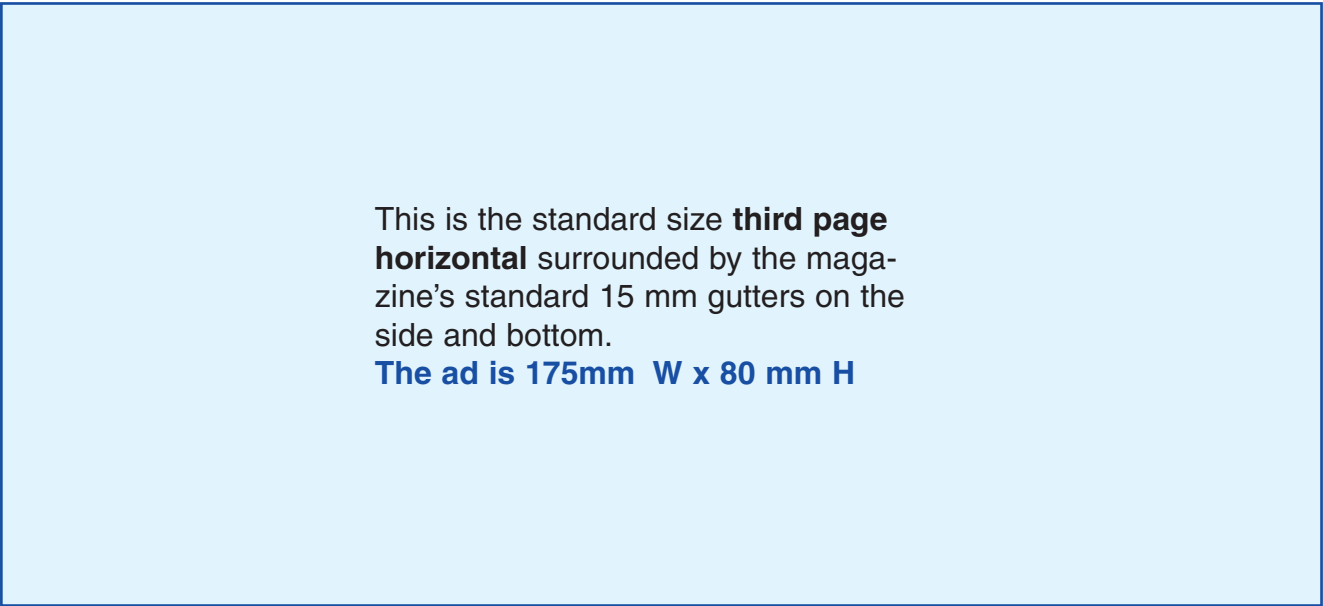


Third Page Ads

Artists Please Note: This info is NOT the ACTUAL SIZE.

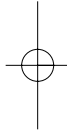
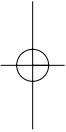
Do NOT measure off this artwork, as it has been reduced to around 80% to fit on the page with the bleeds shown.

Queries ? Ring Peter (07) 5577 5700 Ext 5



This is the standard size **third page horizontal** surrounded by the magazine's standard 15 mm gutters on the side and bottom.

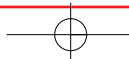
The ad is 175mm W x 80 mm H

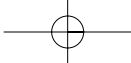


Super Third Page Horizontal Bleed Ad size when bled off the bottom and right hand side (to the red line) is **209 mm W x 99 mm H**

The magazine's trimmed page size (**275 mm H x 205 mm W**) after the mag is guillotined is shown by the green frame - but in the real world, copy should clear this line by at least 4 mm on either side of it. ***Please don't make ads this size!***

The dotted black line is the sensible limit of copy (words) placed in the ad. Pics can run right off the page to the outer bleed line (**red line**), but artists need to recognise that it is not good practise to take text (or important parts of a pic) to within **4mm** of the edge of the trimmed page. The advert's copy area (or valuable bits of logos or pics) should thus be in an area no more than **197 mm W x 87 mm H, ie the dotted black line.**





Quarter Page (Horizontal) Ads

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Queries ? Ring Peter (07) 5577 5700 Ext 5

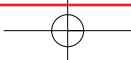
This is the standard size **quarter page horizontal** surrounded by the magazine's standard 15 mm gutters on the side and bottom.

The ad is 175 mm W x 60 mm H

Super Quarter Page Horizontal Bleed Ad size when bled off the bottom and right hand side (to the red line) is **209 mm W x 79 mm H**

The magazine's trimmed page size (**275 mm H x 205 mm W**) after the mag is guillotined is shown by the green frame - but in the real world, copy should clear this line by at least 4 mm on either side of it. ***Please don't make ads this size!***

The dotted black line is the sensible limit of copy (words) placed in the ad. Pics can run right off the page to the outer bleed line (**red line**), but artists need to recognise that it is not good practise to take text (or important parts of a pic) to within **4mm** of the edge of the trimmed page. The advert's copy area (or valuable bits of logos or pics) should thus be in an area no more than **197 mm W x 67 mm H, ie the dotted black line.**



Quarter Page (Vertical) Ad

**Artists Please Note: This info is NOT the
ACTUAL SIZE.**

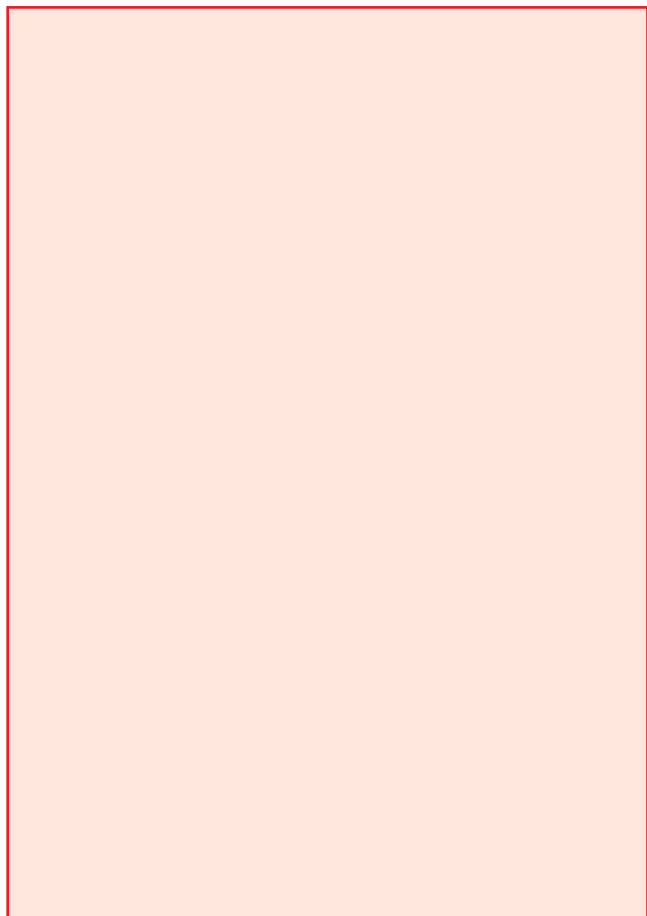
**Do NOT measure off this artwork, as it has
been reduced to around 80% to fit on the
page with the bleeds shown.
Queries ? Ring Peter (07) 5577 5700 Ext 5**

This is the standard size **quarter page
horizontal** surrounded by the
magazine's standard 15 mm gutters on
the side and bottom.

The ad is 175mm W x 60 mm H

Quarter Page Vertical

Standard Ad size is 85 mm W x 121 mm H



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Queries ? Ring Peter (07) 5577 5700 Ext 5**

Super Size Full Page Ad size when bled off the top, bottom and right (or left) hand side (to the red line) is **209 mm W x 283 mm H.**

If the ad is to bleed off all four sides it must be 205 mm (trimmed size) + 4 mm + 4 mm (bleed) = 213 mm WIDE, by 275 mm + 4mm + 4mm = 283mm HIGH

The magazine's trimmed page size (**275 mm H x 205 mm W**) after the mag is guillotined, is shown by the green frame - but in the real world, copy should clear this line by at least 4 mm on either side of it. ***Please don't make ads this size!***

The dotted black line is the sensible limit of copy (words) placed in the ad. Pics can run right off the page to the outer bleed line (**red line**), but artists need to recognise that it is not good practise to take text (or important parts of a pic) to within **4mm** of the edge of the trimmed page. The advert's copy area (or valuable bits of logos or pics) should thus be in an area no more than **197 mm Wide x 267mm High ie., the dotted black line.**

The NORMAL or standard net copy area is shown in blue, and measures 175 mm Wide by 245 mm High.

Full Page Ads