

## Material Specifications

### Artwork Design Process

If you don't have your own artwork, we provide a free design and photography service for your first advertisement.

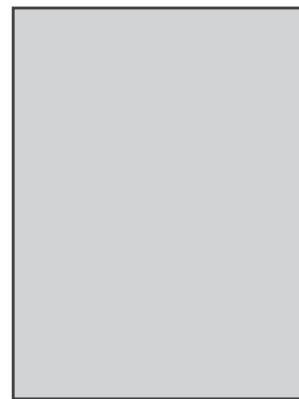
- › Please submit your completed booking form to us.  
**Email: editor@lifestylemagazine.net.au**
- › Please submit your content, images and design instructions to **artwork@lifestylemagazine.net.au** - including the Artwork Design Form (or by providing similar information in an email).
- › Format of your material: Typed email text or Microsoft Word format preferred for content/ information, images to be supplied as high resolution JPEG files (images embedded in a MS Word file or similar format will not be accepted).
- › Please liaise with us if you wish to use our photography service to schedule a time.
- › We also offer a stock photography purchase service for your convenience, please enquire with our graphic designer (\$11/image).
- › Future design changes can be made when required, prior to each new edition (\$88/hour).

### Print Ready Artwork

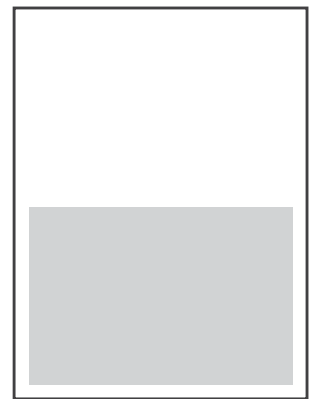
We welcome advertising artwork provided by advertisers, prepared to our specifications below.

- › Finished artwork to be emailed to **artdirector@lifestylemagazine.net.au**
- › PDF preferred (other formats may be accepted, but will not include Word or Publisher files).
- › Files should be saved as CMYK colour format, all fonts embedded or outlined, and artwork flattened.
- › Where a bleed is required (full page only), artwork should also include a 15mm 'safe area' to allow for page gutter.

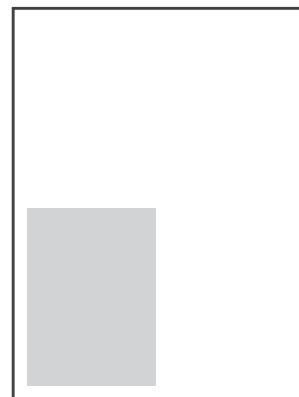
### Display Advertising Sizes



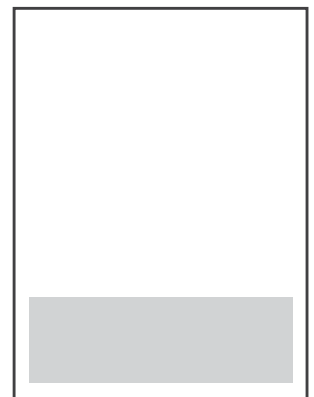
Full Page



Half Page



Quarter Page (Vertical)



Quarter Page (Horizontal)

### Advertisement Dimensions

Full Page	320mm (h) x 240mm (w) *PLUS 5mm bleed *No trim marks *Include a 15mm safe area on all sides
Half Page	145mm (h) x 216mm (w) No bleed
Quarter Page	VERTICAL 145mm (h) x 105mm (w) No bleed
	HORIZONTAL 70mm (h) x 216mm (w) No bleed