

Advertising Specifications

Artwork Design Process

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

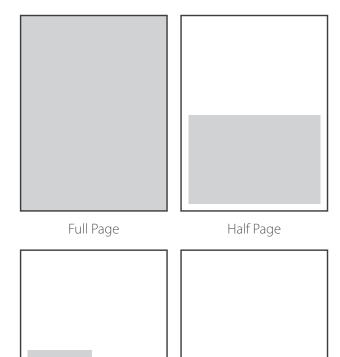
- Please submit your completed booking form to us.
 Email: editor@lifestylemagazine.net.au
- Please submit your content, images and design instructions to artwork@lifestylemagazine.net.au including the Artwork Design Form (or by providing similar information in an email).
- > Format of your material:
- 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
- > Press quality PDF. Minimum image resolution 118px/cm.
- > 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



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