

Print Specifications

Pacific magazines

We create magazines people love

Last update: May 2018

**Better
Homes
and Gardens**

Insertion	Bleed	Type	Trim
Full Page	285 x 220	245 x 180	275 x 210
Half Page Horizontal	147 x 220	107 x 180	137 x 210
Half Page Vertical	285 x 114	245 x 74	275 x 104
Third Page Horizontal	102 x 220	72 x 180	92 x 210
Third Page Vertical	285 x 80	245 x 50	275 x 70

**home
beautiful**

Insertion	Bleed	Type	Trim
Full Page	305 x 225	265 x 185	295 x 215
Half Page Horizontal	157 x 225	117 x 185	147 x 215
Half Page Vertical	305 x 117	265 x 77	295 x 107
Third Page Horizontal	108 x 225	78 x 185	98 x 215
Third Page Vertical	305 x 82	265 x 52	295 x 72

**diabetic
LIVING**

Insertion	Bleed	Type	Trim
Full Page	285 x 211	245 x 171	275 x 201
Half Page Horizontal	147 x 211	107 x 171	137 x 201
Half Page Vertical	285 x 110	245 x 70	275 x 100
Third Page Horizontal	102 x 211	72 x 171	92 x 201
Third Page Vertical	285 x 77	245 x 47	275 x 67

InStyle

Insertion	Bleed	Type	Trim
Full Page	286 x 233	246 x 193	276 x 223
Half Page Horizontal	147 x 233	107 x 193	137 x 223
Half Page Vertical	286 x 121	246 x 81	276 x 111
Third Page Horizontal	102 x 233	72 x 193	92 x 223
Third Page Vertical	286 x 84	246 x 54	276 x 74

family circle

Insertion	Bleed	Type	Trim
Full Page	285 x 215	245 x 175	275 x 205
Half Page Horizontal	147 x 215	107 x 175	137 x 205
Half Page Vertical	285 x 112	245 x 72	275 x 102
Third Page Horizontal	102 x 215	72 x 175	92 x 205
Third Page Vertical	285 x 78	245 x 48	275 x 68

marie claire

Insertion	Bleed	Type	Trim
Full Page	307 x 225	267 x 185	297 x 215
Half Page Horizontal	158 x 225	118 x 185	148 x 215
Half Page Vertical	307 x 117	267 x 77	297 x 107
Third Page Horizontal	109 x 225	89 x 185	99 x 215
Third Page Vertical	307 x 82	267 x 52	297 x 72

Girlfriend

Insertion	Bleed	Type	Trim
Full Page	285 x 215	245 x 175	275 x 205
Half Page Horizontal	147 x 215	107 x 175	137 x 205
Half Page Vertical	285 x 112	245 x 72	275 x 102
Third Page Horizontal	102 x 215	72 x 175	92 x 205
Third Page Vertical	285 x 78	245 x 48	275 x 68

Men'sHealth

Insertion	Bleed	Type	Trim
Full Page	285 x 211	245 x 171	275 x 201
Half Page Horizontal	147 x 211	107 x 171	137 x 201
Half Page Vertical	285 x 110	245 x 70	275 x 100
Third Page Horizontal	102 x 211	72 x 171	92 x 201
Third Page Vertical	285 x 77	245 x 47	275 x 67

New Idea

Insertion	Bleed	Type	Trim
Full Page	310 x 230	270 x 190	300 x 220
Half Page Horizontal	159 x 230	119 x 190	149 x 220
Half Page Vertical	310 x 119	270 x 79	300 x 109
Third Page Horizontal	110 x 230	80 x 190	100 x 220
Third Page Vertical	310 x 83	270 x 53	300 x 73
Strip Ad	30 x 230	10 x 190	20 x 220
Double Page Strip Ad	30 x 450	10 x 410	20 x 440

that's life!

Insertion	Bleed	Type	Trim
Full Page	285 x 215	245 x 175	275 x 205
Half Page Horizontal	147 x 215	107 x 175	137 x 205
Half Page Vertical	285 x 112	245 x 72	275 x 102
Third Page Horizontal	102 x 215	72 x 175	92 x 205
Third Page Vertical	285 x 78	245 x 48	275 x 68
Strip Ad	30 x 215	10 x 175	20 x 205
Double Page Strip Ad	30 x 420	10 x 380	20 x 410

virgin australia
voyeur

Insertion	Bleed	Type	Trim
Full Page	280 x 215	240 x 175	270 x 205
Half Page Horizontal	137 x 203	107 x 173	127 x 193
Half Page Vertical	270 x 106	240 x 76	260 x 96
Third Page Vertical	270 x 70	252 x 52	260 x 60

Women'sHealth

Insertion	Bleed	Type	Trim
Full Page	285 x 211	245 x 171	275 x 201
Half Page Horizontal	147 x 211	107 x 171	137 x 201
Half Page Vertical	285 x 110	245 x 70	275 x 100
Third Page Horizontal	102 x 211	72 x 171	92 x 201
Third Page Vertical	285 x 77	245 x 47	275 x 67

Who

Insertion	Bleed	Type	Trim
Full Page	285 x 230	245 x 190	275 x 220
Half Page Horizontal	147 x 230	107 x 190	137 x 220
Half Page Vertical	285 x 119	245 x 79	275 x 109
Third Page Horizontal	102 x 230	72 x 190	92 x 220
Third Page Vertical	285 x 83	245 x 53	275 x 73

Technical Information

Delivery of Print Material

Pacific Magazines will only accept advertising material via one of the industry approved ad delivery & pre-flighting platforms detailed below. Calibrated to Pacific Magazine's specifications, they troubleshoot all supplied material to ensure there are no issues that will affect the printed quality of your advertising. This process protects all parties to guarantee the best outcome. It is therefore Pacific Magazines' company policy to only accept material through Adsend or Digital Ads (the Adsend alternative).

We will not accept material via other means such as FTP, disc or email under any circumstances. The supplier of the digital media is responsible for all aspects of the files supplied.

ADSTREAM (formerly Quickcut)

Web: <http://www.adstream.com/au>
Email: print.au@adstream.com
Phone: 1300 768 988 or 61 2 9467 7599

ADSEND

Web: <http://www.ADSEND.com.au>
Email: print.au@adstream.com
Phone: 1300 768 988 or 61 2 9467 7599

DIGITAL ADS

Web: <http://www.digitalads.com.au/send>
Email: info@digitalads.com.au
Phone: [02 9818 1965](tel:0298181965) during hours (10am to 6pm AEST)
Phone: [02 9818 1965](tel:0298181965) after hours

General Specifications: Media is to be supplied to the correct publication page size. Taking special care to include bleed, trim and registration marks. (Minimum bleed size is 3mm. Trim and registration marks must lay 6mm outside of the trim).

PDF files must be created in **versions 1.3 to 1.8** to be printer compliant, and need to be supplied as single page files. File names should start with P001_ for the first page and P002_ for the second page for a double page spread. All fonts need to be embedded into the PDF file. Avoid running type across the gutter of a double page spread. All type must be a minimum of 8pt and 10pt for reversed type. Files must be saved in CMYK format. RGB or LAB colour formats will be

rejected. Images need to be of a **minimum 260dpi** at print size. Solid black panels or backgrounds should carry 40% Cyan to reinforce the black print. Total ink limit should be between 280-310% with a black limit of 90% (medium GCR).

All 4 colour black and white images should use UCR.

To ensure accurate colour reproduction, Pacific Magazines recommends a 3DAPv3 approved digital proof.

Correct Paper Type is [Type 1](#)

3DAPv3 Colour Proofs:

1. Colour proofs must be created at 100% in size and accompany any supplied material.
2. In order to verify the proof, it will need to contain the 3DAPv3 control strip.
3. Tearsheets or colour laser prints are NOT acceptable forms of proofs
4. If a 3DAPv3 colour proof is not supplied, Pacific Magazines or the Printer will not accept responsibility for the printed result of the supplied advertising.
5. The proof must be setup to the correct paper type of the magazine and section.

Double Imaging on DPS ads

DPS (double page spread) must be supplied as 2 x full page – the left & right. Pacific Magazines recommends that any critical crossover across the gutter should be double imaged. Double image allowance is 3mm each side of the centre which is to be included within the trim not additional to the trim size, i.e., the spread will carry a 6mm common image through the centre of the spread.

Pacific Magazines takes no responsibility for optical loss of an image in the gutter of a double page spread if the above instructions are not followed. *Double Imaging Guide available on request.

INSERT SPECIFICATIONS & PALLET LABELS

Download [Insert Delivery Instructions](#)
Download [Insert Specifications](#)
Download [Pallet Labels – BHG Only](#) [Pallet label – all others brands](#)

Wet Sachet Specifications: Suppliers/manufacturers must submit samples for testing by Pacific Magazines Production staff and if approved it is the supplier's responsibility to ensure that actual product supplied for insertion is identical to the samples submitted and approved.

For each 1ml of fill, the sachet's internal area must be at least 8 square cm.

The sachet must be free from excessive air, as much air as possible needs to be removed prior to sealing.

Under a compression test, sachets must withstand at least 3,300 psi (1,500 kg) of pressure for 10 seconds and subsequently 2,200 psi (1,000 kg) for a minimum of 5 hours.

*Minimum overall size required for binding = as per magazine specifications**

Maximum overall size for binding = as per magazine specifications

Maximum total weight for individual sachets, including fill = 20 grams

The quantity of liquid fill must remain the same throughout the production run.

Sachets must be packed in nested cartons for ease of unpacking.

To enable automatic feeding on insertion equipment, sachets must be packed so they do not curl or stick together.

If more than 1 deck of sachets is packed in a carton, each deck must have a strong cardboard base so they will sit stable on the base.

All sachets to be packed the same way up and the same way around.

Sachet cartons to be strong and tailor made for a tight fit.

All cartons must be accurately labelled indicating product, quantity and host publication

Approval of Trial Samples: A minimum of 200 samples to be supplied as per the above specifications for pressure testing and a binding trial before full production of the sachet for the magazine. Due to the mechanics of tipping-on inserts, there may be occasions where a very small quantity of magazines is bound without the insert. As such it would be advisable NOT to run wording offering a sachet within the magazine.

Positioning variance: While tip-ons will be applied within a specified area, allowance must be made for minor variations especially where the tip-on is performed as a manual process.

Please be advised that the client takes responsibility for all costs incurred (including reprint of magazine run) if wet sachets are faulty at time of insertion.

Production Contacts



Print Production Controller

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family circle

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