



# PRINT SPECIFICATIONS

# PRINT SPECIFICATIONS

**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
Third Page Vertical	285 x 80	245 x 50	275 x 70

Better  
Homes  
**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

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

# PRINT SPECIFICATIONS

**Girlfriend**  
GIRLFRIEND.COM.AU

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

**home**  
australian  
**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
Third Page Vertical	305 x 82	265 x 52	295 x 72

# PRINT SPECIFICATIONS

## InStyle

**Important** – these are new specifications from and including NOVEMBER 2019 issue, on sale October 17

Insertion	Bleed	Type	Trim
Full page	285 x 225	245 x 185	275 x 215
Half Page Horizontal	145 x 225	105 x 185	135 x 215
Half Page Vertical	285 x 115	245 x 75	275 x 105
Third Page Horizontal	100 x 225	60 x 185	90 x 215
Third Page Vertical	285 x 80	245 x 50	275 x 70

# PRINT SPECIFICATIONS

**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

**AUSTRALIAN  
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

# PRINT SPECIFICATIONS

## ***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

## *New Idea* **ROYALS** MONTHLY

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 190
Third Page Horizontal	102 x 230	72 x 190	92 x 220
Third Page Vertical	285 x 83	245 x 53	275 x 73

# PRINT SPECIFICATIONS

***New Idea food***

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
Third Page Vertical	285 x 80	245 x 50	275 x 70

***New Idea***  
**RETRO**

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
Third Page Vertical	285 x 80	245 x 50	275 x 70

# PRINT SPECIFICATIONS

***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

***that's life!***  
**Mega MONTHLY**

Insertion	Bleed	Type	Trim
Full page	310 x 230	270 x 190	300 x 220



# PRINT SPECIFICATIONS

AUSTRALIAN  
**Women's Health**

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 190
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 that has been checked & delivered via one of the industry approved ad delivery platforms detailed to the right. Through these platforms your advertising material is checked & optimised to Pacific Magazines' specifications, ensuring advertising material is supplied with no reproduction issues that may affect the print quality. This process protects all parties & ensures the best outcome. It is therefore Pacific Magazines' company policy to only accept material through digital delivery services, Adstream or Digital Ads.

**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.**

**DISCLAIMER:** Whilst the internal production process may verify that material is within specification the onus is placed firmly on trade house/sender to supply material to specification. It is also a requirement that advertising material is delivered on time so quality control measures can take place. Late material may miss these checking procedures which could pick up possible problems/errors. Pacific Magazines reserves the right to refuse any material that does not meet our Specifications.

## ADSTREAM

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

## General Specifications:

Media must 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 using the PDF/ X-1a:2003 preset (version 1.3 PDF). PDFs need to be supplied as single page files including Double Page Spreads. In the case of Double page spreads each filename should start with P001\_ for the first page and P002\_ for the second page.

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 must have an effective resolution of 300dpi at print size.

Solid black panels or backgrounds should be specified at 100% Black + 40% Cyan to reinforce the black print.

Total ink limit should be between 280- 310% (dependant on publication spec) with a black limit of 90% (medium GCR).

# TECHNICAL INFORMATION

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 for all Pacific Magazine titles is Paper Type 1. More info here about 3DAP <http://www.3dap.com.au/>

Pacific Magazines will only take responsibility for accurate colour reproduction of printed advertising material if a digital advertising file and 3DAP proof is supplied in accordance with 3DAPv3 guidelines.

## INSERT SPECIFICATIONS & PALLET LABELS

Download [Insert Delivery Instructions](#)  
Download [Insert Specifications](#)  
Download [Pallet Label - BHG & TL only](#)  
Download [Pallet label - all others brands](#)

**DISCLAIMER:** Whilst the internal production process may verify that material is within specification the onus is placed firmly on trade house/sender to supply material to specification. It is also a requirement that advertising material is delivered on time so quality control measures can take place. Late material may miss these checking procedures which could pick up possible problems/errors. Pacific Magazines reserves the right to refuse any material that does not meet our Specifications.

## 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.

## Wet Sachet Specifications

Please note the following specifications are a guide for suppliers of sachets for insertion into Pacific Magazines publications. 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.

# TECHNICAL INFORMATION

For insertion during the bindery process they have to pass a compression test, sachets must withstand at least 2,200 psi of pressure for 5 seconds and subsequently 1,500 psi for a minimum of 5 hours.

If sachets are inserted after the binding process they need only pass a compression test (which mirrors the pressure of magazines stacked on pallets) of 5 hours at 1,500 psi. 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.

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

**Positioning variance:** While tip-ons will be applied within a specified area, either by machine or by hand as required, allowance must be made for minor variations within the specified area.

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# PRODUCTION & PRINT AD OPS CONTACTS



Magazine	Contacts	
<b>Better Homes &amp; Gardens</b>	Production – Mark Boorman	(02) 9394 2687 <a href="mailto:mark.boorman@pacificmags.com.au">mark.boorman@pacificmags.com.au</a>
	Print Ad Ops – Morgan Harris	02) 9394 2959 <a href="mailto:morgan.harris@pacificmags.com.au">morgan.harris@pacificmags.com.au</a>
<b>Diabetic Living</b>	Production - Alice Termer	(02) 9394 2928 <a href="mailto:alice.termer@pacificmags.com.au">alice.termer@pacificmags.com.au</a>
	Print Ad Ops - Morgan Harris	(02) 9394 2959 <a href="mailto:morgan.harris@pacificmags.com.au">morgan.harris@pacificmags.com.au</a>
<b>Family Circle</b>	Production - Alice Termer	(02) 9394 2928 <a href="mailto:alice.termer@pacificmags.com.au">alice.termer@pacificmags.com.au</a>
	Print Ad Ops - Morgan Harris	(02) 9394 2959 <a href="mailto:morgan.harris@pacificmags.com.au">morgan.harris@pacificmags.com.au</a>
<b>Girlfriend</b>	Production -John Gumapas	(02) 9394 2437 <a href="mailto:john.gumapas@pacificmags.com.au">john.gumapas@pacificmags.com.au</a>
	Print Ad Ops - Clancy Noakes	(02) 9394 2254 <a href="mailto:clancy.noakes@pacificmags.com.au">clancy.noakes@pacificmags.com.au</a>
<b>Home Beautiful</b>	Production - Fiona Olsson	(02) 9394 2722 <a href="mailto:fiona.olsson@pacificmags.com.au">fiona.olsson@pacificmags.com.au</a>
	Print Ad Ops - Morgan Harris	(02) 9394 2959 <a href="mailto:morgan.harris@pacificmags.com.au">morgan.harris@pacificmags.com.au</a>
<b>Instyle</b>	Production - Mark Jones	02) 9394 2609 <a href="mailto:mark.jones@pacificmags.com.au">mark.jones@pacificmags.com.au</a>
	Print Ad Ops – Daniel Radovnikovic	(02) 9394 2938 <a href="mailto:daniel.radovnikovic@pacificmags.com.au">daniel.radovnikovic@pacificmags.com.au</a>

# PRODUCTION & PRINT AD OPS CONTACTS



Magazine	Contacts	
Marie Claire	Production – Mark Jones	(02) 9394 2609 <a href="mailto:mark.jones@pacificmags.com.au">mark.jones@pacificmags.com.au</a>
	Print Ad Ops – Daniel Radovnikovic	(02) 9394 2938 <a href="mailto:daniel.radovnikovic@pacificmags.com.au">daniel.radovnikovic@pacificmags.com.au</a>
Men's Health	Production – Paul King	(02) 9394 2166 <a href="mailto:paul.king@pacificmags.com.au">paul.king@pacificmags.com.au</a>
	Print Ad Ops – Allan Webster	(02) 9394 2292 <a href="mailto:allan.webster@pacificmags.com.au">allan.webster@pacificmags.com.au</a>
New Idea	Production - Fiona Olsson	(02) 9394 2722 <a href="mailto:fiona.olsson@pacificmags.com.au">fiona.olsson@pacificmags.com.au</a>
	Print Ad Ops - Clancy Noakes	(02) 9394 2254 <a href="mailto:clancy.noakes@pacificmags.com.au">clancy.noakes@pacificmags.com.au</a>
That's Life	Production – Paul King	(02) 9394 2166 <a href="mailto:paul.king@pacificmags.com.au">paul.king@pacificmags.com.au</a>
	Print Ad Ops - Clancy Noakes	(02) 9394 2254 <a href="mailto:clancy.noakes@pacificmags.com.au">clancy.noakes@pacificmags.com.au</a>
Who	Production – Mark Jones	(02) 9394 2609 <a href="mailto:mark.jones@pacificmags.com.au">mark.jones@pacificmags.com.au</a>
	Print Ad Ops - Clancy Noakes	(02) 9394 2254 <a href="mailto:clancy.noakes@pacificmags.com.au">clancy.noakes@pacificmags.com.au</a>
Women's Health	Production – Paul King	(02) 9394 2166 <a href="mailto:paul.king@pacificmags.com.au">paul.king@pacificmags.com.au</a>
	Print Ad Ops – Allan Webster	(02) 9394 2292 <a href="mailto:allan.webster@pacificmags.com.au">allan.webster@pacificmags.com.au</a>