

## Advert sizes

### Full page

Image	255mm x 185mm
Trim	276mm x 205mm
Bleed	286mm x 215mm



### 1/2 page horizontal

Image	125mm x 185mm
Trim	140mm x 205mm
Bleed	150mm x 215mm



### 1/2 page vertical

Image	255mm x 90mm
Trim	276mm x 100mm
Bleed	286mm x 110mm



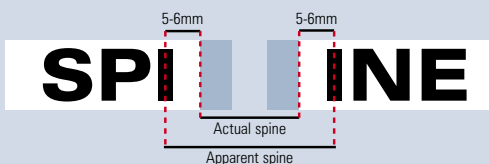
### Double-page spread

Image	255mm x 390mm
Trim	276mm x 410mm
Bleed	286mm x 420mm



### Special note on double-page spreads

Because our magazines are perfect bound, special attention should be paid to design and production of material for double-page spreads. Beware text and pictures/graphics bleeding across the magazine spine. Apart from headlines, text should not be run across the magazine spine. If running headlines across the spine, a space 5 to 6mm should be left clear on the inside edges of the pages. Pictures or graphics bleeding across the magazine spine should incorporate a 10–14mm gutter overlay as per the illustration below.



### Inserts

Please ensure your creative department receives the following instructions to ensure the provision of your insert according to our specifications and to avoid the possibility of additional costs. Inserts must be supplied as per the requirements listed below.

- Maximum size of insert — 265mm high x 195mm wide (any inserts larger than above specification, will need to be supplied pre-folded)
- Minimum size of insert — 150mm high x 175mm wide
- Any inserts that are irregular in shape must be approved by your sales consultant
- A minimum of 6 inserts must be supplied to Connection Magazines' Melbourne office for identification and reference by booking deadline

## Magazine deadlines

### 2009 Mar/April

Booking deadline	Jan 30
Material deadline	Feb 6
Mailhouse date	Mar 16

### 2009 May/June

Booking deadline	Mar 27
Material deadline	Apr 3
Mailhouse date	May 11

### 2009 Jul/Aug

Booking deadline	May 15
Material deadline	May 22
Mailhouse date	Jun 22

### 2009 Sep/Oct

Booking deadline	Jul 24
Material deadline	Jul 31
Mailhouse date	Sep 7

### 2009 Nov/Dec

Booking deadline	Sep 18
Material deadline	Sep 25
Mailhouse date	Nov 2

### 2010 Jan/Feb

Booking deadline	Nov 27
Material deadline	Dec 4
Mailhouse date	Jan 11

## Material specs

- To ensure that your ad is processed correctly and promptly, material must be supplied as composite PDF files, with 3DAP approved digital proofs (made from the supplied PDF file).
- We ask that you send these files via Quickcut, accompanied by the booking reference number supplied by Connection Magazines in your order confirmation letter.
- A service fee of \$75 may be applied for advertisements not supplied through the Quickcut ad delivery system.
- Please keep your own copy of the file, as we do not maintain an ad materials archive.
- If you have any questions regarding the submission of digital advertising to Connection Magazines, please contact your Connection Magazines sales consultant or our production department.
- For complete details of our media specifications, please visit our website at [www.connectionmagazines.com.au](http://www.connectionmagazines.com.au)

## Quickcut national support number:

**Quickcut 1300 768 988**

## Submissions

We welcome editorial submissions in the form of industry white papers, case studies, company and product news, R&D outcomes, etc, accompanied by colour high resolution digital images. Editorial deadline is four weeks prior to booking deadline. Due to the independent nature of our magazines, our editorial staff has final jurisdiction over editorial content in each issue and therefore we cannot guarantee submissions will be included in our editorial pages.

CAB audit



**10,105**

This publication is CAB-audited - your guarantee of circulation. Each year, our circulation department must comply with strict audit procedures to verify circulation of all copies, as set down by the Circulations Audit Board of Australia.

## Publisher's clause

The publisher reserves the right to insert the word 'advertisement' when, in the publisher's opinion, an advertisement resembles editorial material. Advertisers and agencies assume liability for all content (including text, representation and illustrations of advertisements and also assume responsibility for any claim arising therefrom made against the publisher). The publisher cannot be held responsible for circumstances beyond its control, such as industrial strikes, act of God, action of any government or quasi government entity. The publisher reserves the right to hold the advertiser and/or its advertising agency jointly or severally liable for each monies as are due and payable to the publisher.



**TO ADVERTISE, FREECALL: 1800 063 371**

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