



## **family circle - Readership Profile**

Please contact your Pacific Account Manager for more information on this magazine's audience.



## family circle - Rates

### Rates

|                                |          |
|--------------------------------|----------|
| Spend                          | Casual   |
| <b>Advertising Rate</b>        |          |
| Casual Rate Full Page          | \$7,000  |
| Casual Rate Double Page Spread | \$14,000 |



## family circle - Deadlines

| <b>Issue Name</b> | <b>On Sale Date</b> | <b>Booking Date</b> | <b>Material Date</b> |
|-------------------|---------------------|---------------------|----------------------|
| Winter 2017       | 24 Apr 2017         | 03 Mar 2017         | 10 Mar 2017          |
| Winter 2018       | 16 Apr 2018         | 23 Feb 2018         | 02 Mar 2018          |
| Christmas 2018    | 22 Oct 2018         | 31 Aug 2018         | 07 Sep 2018          |



## family circle - Specifications

| Insertion             | Bleed     | Type      | Trim      |
|-----------------------|-----------|-----------|-----------|
| Full Page             | 285 x 220 | 245 x 180 | 275 x 210 |
| Half Page Horizontal  | 146 x 220 | 106 x 180 | 136 x 210 |
| Half Page Vertical    | 285 x 115 | 245 x 75  | 275 x 105 |
| Third Page Horizontal | 101 x 220 | 61 x 180  | 91 x 210  |
| Third Page Vertical   | 285 x 80  | 245 x 40  | 275 x 70  |

### Technical Information

Family Circle is a Perfect Bound Magazine

Trim Size: 275mm x 210mm

#### Digital 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.

#### ADSEND (formerly known as Quickcut)

Web: <http://www.adstream.com/au>

Email: [support@adsend.com.au](mailto:support@adsend.com.au)

Phone: +61 3 8689 9000

#### 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)

Phone: 02 9818 1965 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 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.
- Avoid running type across the gutter of a double page spread.
- All type must be a minimum of 8pt and 10pt for reversed type
- All fonts need to be embedded into the PDF file
- 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

#### QUICKPRINT USERS ONLY

&middot; Page must include required bleed as per publication specification.

&middot; PDF's page must be CROPPED (in Acrobat) to BLEED size, contain no crop or registration marks.

For more information, please click link below

<http://www.quicksend.net.au/needhelp.jsp>

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

#### Please Check Publication Specifications for Correct Paper Type

Please see <http://www.3dap.com.au/> for more details

#### 3DAPv3 Colour Proofs:

- Colour proofs must be created at 100% in size and accompany any supplied material.
- In order to verify the proof, it will need to contain the 3DAPv3 control strip
- Tearsheets or colour laser prints are NOT acceptable forms of proofs
- 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.
- The proof must be setup to the correct paper type of the magazine and section

Download BlueStar Web Insert Specifications Instructions

Download BlueStar Insert Specifications

Download BlueStar Web Silverwater Pallet Labels



## family circle - Specifications

### Pacific Magazines Production Contacts

#### Print Production Controller

Mark Boorman

Phone: (02) 9394 2687

Email: mark.boorman@pacificmags.com.au

#### Advertising Production Coordinator

Morgan Harris

Phone: (02) 9394 2959

Email: print-adops@pacificmags.com.au

#### Disclaimer

Whilst the internal production process may verify that material is within specification the onus is placed firmly on tradehouse/sender to supply material to specification. It is also a requirement that advertising material is delivered on time so quality 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 the required Specifications.



## family circle - Contacts

| <b>Name</b>    | <b>Title</b>                        | <b>Location</b> | <b>Email Address</b>              |
|----------------|-------------------------------------|-----------------|-----------------------------------|
| Alison Kirkman | Brand Manager                       | NSW             | Alison.Kirkman@pacificmags.com.au |
| Phoebe Goldie  | Advertising Coordinator             | NSW             | Phoebe.Goldie@pacificmags.com.au  |
| Alix Davis     | Content Director                    | -               | Alix.Davis@pacificmags.com.au     |
| Morgan Harris  | Senior Print Operations Coordinator | -               | Morgan.Harris@pacificmags.com.au  |
| Julia Zaetta   | Editor-in-Chief                     | NSW             | Julia.Zaetta@pacificmags.com.au   |