



## **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 2016	21 Apr 2016	11 Mar 2016	18 Mar 2016
Christmas 2016	24 Oct 2016	02 Sep 2016	09 Sep 2016
Winter 2017	24 Apr 2017	03 Mar 2017	10 Mar 2017



## 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

### Technical Information

Pacific Magazines will only accept advertising material via Quickcut. Supply of media via other means such as FTP, CD or Email is forbidden and will be rejected by Pacific Magazines.

The supplier of the digital media is responsible for all aspects of the files supplied.

For more information regarding Quickcut please contact:

Quickcut: (02) 9467 7500

Tech Support: (02) 9467 7599

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

### 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

### Quicksend specifications

&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

From April 2nd 2009 Printers and publishers will only be accepting 3DAPv3 proofs.

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

### Print Production

Mark Boorman

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### Advertising Production

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## family circle - Specifications

### 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

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