

mechanical specifications



Page Specs for Magazine Ad Space (height x width)

- **Double Page Spread**
Trim Size 297mm x 420mm
Bleed Size 307mm x 430mm
- **Full Page**
Trim Size 297mm x 210mm
Bleed Size 307mm x 220mm
- **½ Page Horizontal**
Image Size 120mm x 180mm

Advertising Rates for Magazine Ad Space

- **Double Page Spread**
Single Issue \$5600 2-4 Issues \$5000
- **Full Page**
Single Issue \$3500 2-4 Issues \$3150
- **½ Page Horizontal**
Single Issue \$1950 2-4 Issues \$1750

File Formats

- **High-Res (300dpi) PDF Files**
(all fonts and images **must** be embedded or **converted** to paths)
- **All Ads Must**
 - be CMYK
 - be 300dpi
 - no truetype fonts to be used in any file
 - all postscript fonts **must be embedded**
 - no RGB, Index or spot colours to be used in any file – all **must** be CMYK
 - files must be correct page size including bleed if appropriate
 - files must be accompanied by a colour proof
 - **Have 5mm bleed and crop marks**
- **We do not work with Corel, Publisher, Powerpoint or Microsoft Word files**
Only high-res pdfs are accepted

Delivery

- Emailed files should be sent to material@exportermagazine.co.nz
- A hard copy proof **must** be sent to
Exporter Magazine
C/- New Zealand Trade Centre
26 Albert Street, Auckland
P.O.Box 7070, Wellesley Street
Auckland, New Zealand



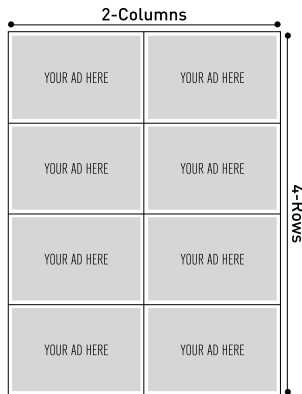
mechanical specifications



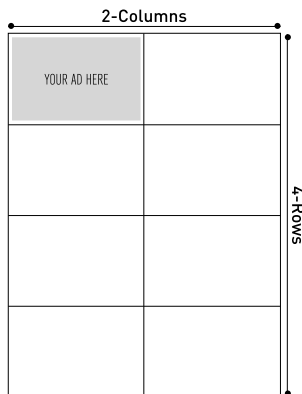
Page Specs for Directory Ad Space (height x width)

Directory Ads

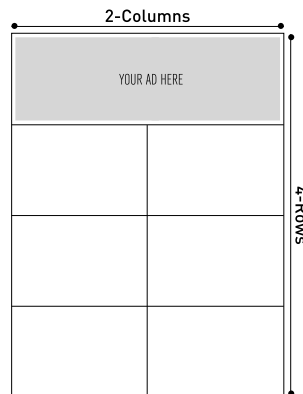
Ads sold will be based on a 2-columns by 4-rows grid (See diagrams below for Descriptions and Image Sizes)



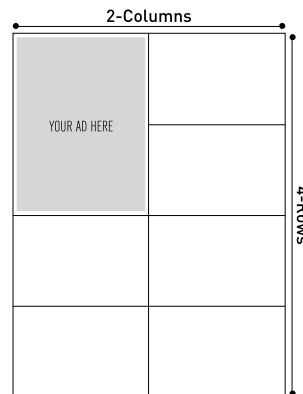
Advertising Rates	Single Issue	2-4 Issues
1-Column x 1-Row	\$750	\$675
2-Column x 1-Row & 1-Column x 2-Rows	\$1200	\$1080
1-Column x 3-Rows	\$1600	\$1400
½ Directory Horizontal or Vertical	\$1750	\$1575
¾ Directory	\$2500	\$2250



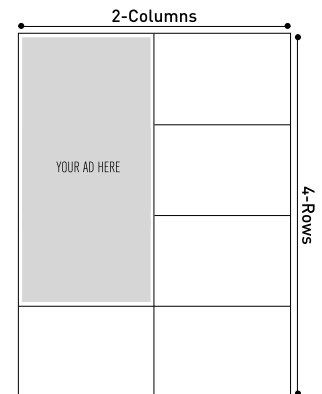
1-Column x 1-Row
Image Size 55mm x 85mm



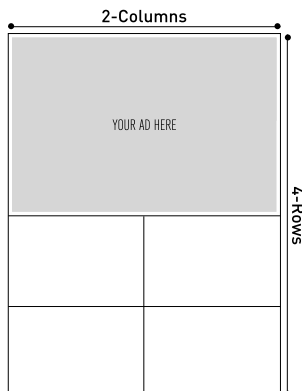
2-Column x 1-Row
Image Size 55mm x 175mm



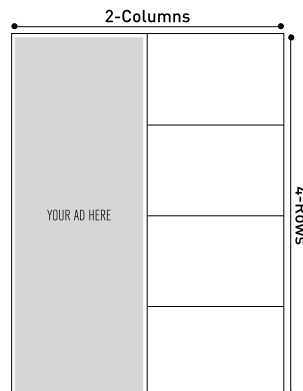
1-Column x 2-Rows
Image Size 115mm x 85mm



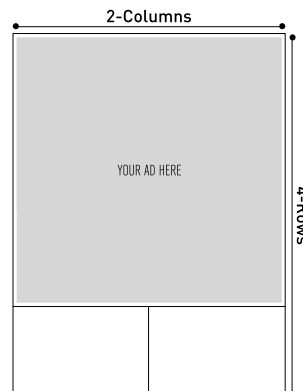
1-Column x 3-Rows
Image Size 175mm x 85mm



½ Directory Horizontal
Image Size 115mm x 175mm



½ Directory Vertical
Image Size 235mm x 85mm



¾ Directory
Image Size 175mm x 175mm