

PAGE SPECIFICATIONS

DIMENSIONS OF YOUR ADVERTISEMENT

All dimensions are in millimetres (height x width)

EXECUTION	TYPE AREA	TRIM AREA	BLEED
Full Page	172 x 118	184 x 134	192 x 142
Double Page Spread	172 x 252	184 x 268	192 x 276
Half Page Horizontal	83 x 118	89 x 134	Add 4 at bottom & sides
Half Page Vertical	172 x 57	184 x 65	Add 4 at bottom & top
Third Page Horizontal	59 x 118	65 x 134	Add 4 sides & bottom
Quarter Page	86 x 60	92 x 67	97 x 72
Front Cover Gatefold	172 x 206 / 172 x 76	184 x 222 / 184 x 90	Add 4 side & bottom and 7 on top
Back Cover Gatefold	172 x 206 / 172 x 76	184 x 222 / 184 x 90	Add 4 side & bottom and 7 on top
Insert	MAX: 170 x 120 MIN: 150 x 105		
Onsert	MAX: 184 x 134 MIN: 150 x 100		
Business Reply Card (L)	174 x 125	184 x 134	Add 4 all sides
Business Reply Card (S)	174 x 100	184 x 109	Add 4 all sides

PRODUCTION

Artwork to be supplied using Quickcut, WebSEND or in digital form using qxp and supplied on CD-ROM. All digital documents should include all screen and printer fonts, EPS and TIFF files.

When supplying advertising material please follow these guidelines so that Reader's Digest can maximise the reproduction quality of your advertisement/s:

- PDF fonts and high-resolution images must be embedded for Acrobat 4.0 or 5.0.files
- Images with an effective resolution below 240 dpi are not recommended
- Trim size must conform to the specifications. Please ensure trim marks are included on all artwork with a minimum of 5mm bleed all around the artwork.
- Maximum ink density should not exceed 260%.
- Do not supply any RGB or Spot colour/ images, as CMYK (Cyan, Magenta, Yellow, and Black) is used in the printing process.
- All images must be converted to CMYK before saving as a PDF.
- Double Page Spread: To be supplied as two single pages. If type runs across spine allow 5mm space either side of spine i.e. 10mm
- Allow 30mm in gutter (15mm on each page) for gutter creep. Printing: Heatset web offset. Line screen: AM 133lpi is used. Proofing: 3DAPv3 Paper type 4 or ISO 42L profile.

DIGITAL DEADLINES & SPECIFICATIONS

DIMENSIONS OF YOUR ADVERTISEMENT

EXECUTION	TYPE AREA (in pixels)
EDM	600 x 1000 px (1000 px is the maximum length)
Super leaderboard	970 x 90 px
Leaderboard	728 x 90 px
MREC	300 x 250 px
Half Page / Double Sky Scrapper	300 x 600 px

EDM BLASTS

- ❖ **All material must be submitted a minimum of 2 weeks before the actual blast date.** Content must be supplied in HTML.
- ❖ Client to supply:
 - ❖ HTML file with all images and URLs
 - OR
 - ❖ Copy, images, URLs and a rough mock up (RD Creative Services will produce content)
- ❖ Reader's Digest will insert your content into the Reader's Digest header/ footer EDM template.
- ❖ Only one round of changes can be made once the header and footer has been attached.
- ❖ If there are any issues with the test blast, **EDM blast will be delayed accordingly** based on how long it takes to fix the EDM blast.
 - ❖ Once the test blast is approved (after being delayed), it will be scheduled to blast on the next available time slot.

BANNER ADVERTISING (e.g. Leaderboards, MREC, etc)

- ❖ **All material must be submitted a minimum of 2 weeks before the actual live date.**
- ❖ File Formats:
 - ❖ Image: GIF, JPG, PNG
 - ❖ HTML 5
 - ❖ Third Party ad tag
 - ❖ Maximum image file size: 100kb
- ❖ Specification for HTML 5 ads: File type: .ZIP. The .ZIP file should contain the HTML for the ad as well as any of the other following file types: .CSS, .JS, .HTML, .GIF, .PNG, .JPG, .JPEG, .SVG
 - ❖ All code and assets must be referenced using a relative path to resources included in the .ZIP file.
 - ❖ Animation must be less than 30 seconds.
 - ❖ Initial load 80KB.
 - ❖ Total files included in the .ZIP – less than 40 files
 - ❖ Total size of extracted files cannot be more than 1000KB.
 - ❖ HTML5 is not supported on Internet Explorer 8 or older versions.
In these instances , a fallback image must be displayed to users (less than 50 kb).



PLEASE CHECK WITH YOUR ACCOUNT MANAGER FOR MORE DETAILS.