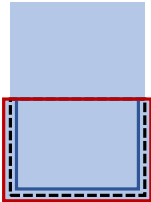
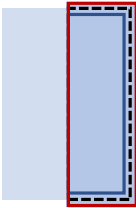
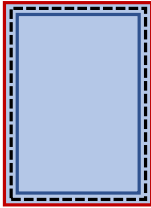
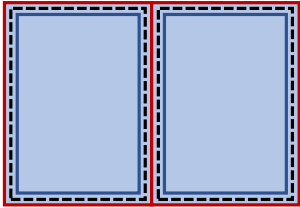


Key Dates 2025

Editions	Booking Deadline	Material Deadline	On Sale Date
Dec'24 /Jan'25	Thu, 17 Oct 2024	Tue, 22 Oct 2024	Thu, 14 Nov 2024
Feb/March'25	Thu, 5 Dec 2024	Tue, 10 Dec 2024	Thu, 16 Jan 2025
Apr/May'25	Thu, 20 Feb 2025	Mon, 24 Feb 2025	Thu, 20 Mar 2025
June/July'25	Wed, 30 Apr 2025	Fri, 2 May 2025	Mon, 26 May 2025
Aug/Sept'25	Mon, 19 May 2025	Tue, 24 Jun 2025	Thu, 24 Jul 2025
Oct/Nov'25	Thu, 21 Aug 2025	Thu, 21 Aug 2025	Thu, 18 Sep 2025
Dec'25/Jan'26	Thu, 17 Oct 2024	Tue, 22 Oct 2024	Thu, 13 Nov 2025
Feb/March'26	Thu, 4 Dec 2025	Tue, 9 Dec 2025	Thu, 15 Jan 2026

Print Specifications

				
	Half Page (H)	Half Page (V)	Full Page	Double Page Spread <i>(Supply as 2 full pages)</i>
Trim Area	134(W) x 89mm(H)	65(W) x 184mm(H)	134(W) x 184mm(H)	268(W) x 184mm(H)
Type Area	118(W) x 82mm(H)	58(W) x 173mm(H)	118(W) x 173mm(H)	256(W) x 173mm(H)
Bleed	142(W) x 93mm(H)	69(W) x 192mm(H)	142(W) x 192mm(H)	276(W) x 192mm(H)

False front covers use the same specifications as full page spreads

Technical Specifications

- Submitted files must be in PDF format
- PDF Fonts and high-resolution images must be embedded for Acrobat 4.0 or 5.0 files
- Images with an effective resolution below 300 dpi are not recommended
- Maximum ink coverage should not exceed 270%
- All images must be converted to CMYK before saving as a PDF
- Trim marks must be included
- Printing: Heatset web offset. Line screen: AM 133lpi is used
- Proofing: 3DAPv3 Paper type 4 or ISO 42L profile

AUSTRALIA Reader's Digest

Display Advertising Specifications

Mobile Banner 320 x 50px

Leaderboard 728 x 90px

Super Leaderboard 970 x 90px

Billboard 970 x 250px

Half Page
300 x 600px

MREC 300 x 250px

EDM 600 x 1000px
(Max length)

Technical Requirements

- Supplied creative should be in JPEG or PNG format for static images, and GIF for animated advertisements
- Image resolution at 72dpi
- File size should be as close as possible to 150kb

All digital material must be submitted a minimum of 2 weeks before the actual send/publication date