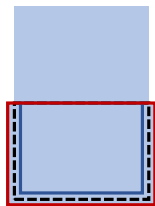


# NEW ZEALAND Reader's Digest

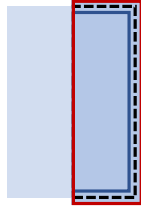
## Key Dates 2025

| Editions       | Booking Deadline | Material Deadline | On Sale Date     |
|----------------|------------------|-------------------|------------------|
| Dec'24 /Jan'25 | Thu, 17 Oct 2024 | Fri, 18 Oct 2024  | Mon, 18 Nov 2024 |
| Feb/March'25   | Wed, 4 Dec 2024  | Fri, 6 Dec 2024   | Mon, 20 Jan 2025 |
| Apr/May'25     | Wed, 12 Feb 2025 | Fri, 21 Feb 2025  | Mon, 24 Mar 2025 |
| June/July'25   | Wed, 9 Apr 2025  | Thu, 10 Apr 2025  | Thu, 26 Jun 2025 |
| Aug/Sept'25    | Wed, 18 Jun 2025 | Fri, 20 Jun 2025  | Mon, 28 Jul 2025 |
| Oct/Nov'25     | Wed, 13 Aug 2025 | Fri, 22 Aug 2025  | Mon, 22 Sep 2025 |
| Dec'25/Jan'26  | Thu, 17 Oct 2024 | Fri, 18 Oct 2024  | Mon, 17 Nov 2025 |
| Feb/March'26   | Wed, 3 Dec 2025  | Fri, 5 Dec 2025   | Mon, 19 Jan 2026 |

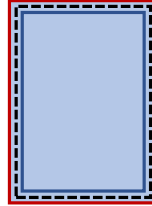
## Print Specifications



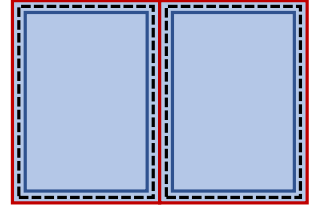
Half Page (H)



Half Page (V)



Full Page



Double Page Spread  
(Supply as 2 full pages)

|           |                  |                  |                   |                   |
|-----------|------------------|------------------|-------------------|-------------------|
| 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

## Display Advertising Specifications

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**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

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- 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**