

# 2019/20 Print Deadlines

ISSUE	BOOKING	MATERIAL	ON SALE
Sep-19	Thu, 25 Jul 2019	Tue, 30 Jul 2019	Thu, 22 Aug 2019
Oct-19	Thu, 29 Aug 2019	Tue, 3 Sep 2019	Thu, 26 Sep 2019
Nov-19	Thu, 26 Sep 2019	Tue, 1 Oct 2019	Thu, 24 Oct 2019
Dec-19	Thu, 24 Oct 2019	Tue, 29 Oct 2019	Thu, 21 Nov 2019
Jan-20	Thu, 21 Nov 2019	Tue, 26 Nov 2019	Thu, 19 Dec 2019
Feb-20	Tue, 17 Dec 2019	Tue, 17 Dec 2019	Thu, 23 Jan 2020
Sep-19	Thu, 23 Jan 2020	Tue, 28 Jan 2020	Thu, 20 Feb 2020
Apr-20	Thu, 20 Feb 2020	Tue, 25 Feb 2020	Thu, 19 Mar 2020
May-20	Mon, 30 Mar 2020	Fri, 3 Apr 2020	Tue, 28 Apr 2020
Jun-20	Thu, 23 Apr 2020	Tue, 28 Apr 2020	Thu, 21 May 2020
Jul-20	Thu, 21 May 2020	Tue, 26 May 2020	Thu, 18 Jun 2020
Aug-20	Thu, 25 Jun 2020	Tue, 30 Jun 2020	Thu, 23 Jul 2020
Sep-20	Thu, 23 Jul 2020	Tue, 28 Jul 2020	Thu, 20 Aug 2020
Oct-20	Thu, 27 Aug 2020	Tue, 1 Sep 2020	Thu, 24 Sep 2020
Nov-20	Thu, 24 Sep 2020	Tue, 29 Sep 2020	Thu, 22 Oct 2020
Dec-20	Thu, 22 Oct 2020	Tue, 27 Oct 2020	Thu, 19 Nov 2020

**AVERTORIAL/BRC MATERIAL:** DUE 3 BUSINESS DAYS PRIOR TO ROB MATERIAL DEADLINE

**CANCELLATION DEADLINES:** RUN-OF-BOOK: 8 weeks prior to on sale date.

**COVERS:** 12 weeks prior to on sale date.

**CREATIVE & PRODUCTION SERVICES:** Reader's Digest offers production facilities for the preparation of advertising to appear in the magazine. Marketers can access a cost-effective full creative and production service with specialists experienced in developing a range of advertising material.

Concept development, copywriting, artwork preparation, proof approval are provided to brief and in full consultation with the client.

\*Deadlines are as at Dec 2019 and are subject to slight variation, please confirm with your Australia Reader's Digest Representative.

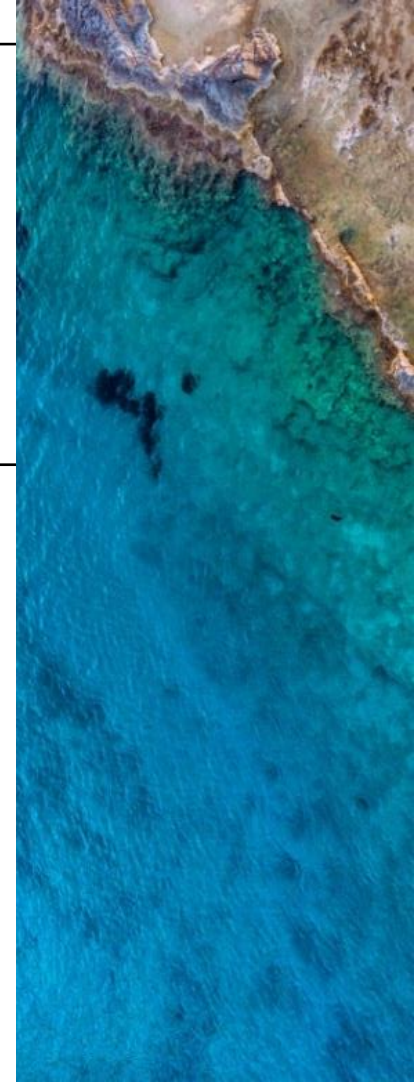


EXECUTION	TYPE AREA	TRIM AREA	BLEED
Full Page	173 x 118	184 x 134	192 x 142
Double Page Spread <i>(*supply as 2 full pages)</i>	173 x 256	184 x 268	192 x 276
Half Page Horizontal	82 x 118	89 x 134	Add 4 at bottom & sides
Half Page Vertical	173 x 58	184 x 65	Add 4 at bottom & top
Front Cover Gatefold	173 x 208 / 173 x 76	184 x 222 / 184 x 90	Add 4 side & bottom and 7 on top
Back Cover Gatefold	173 x 208 / 173 x 76	184 x 222 / 184 x 90	Add 4 side & bottom and 7 on top
Business Reply Card (L)	174 x 125	134 x 184	Add 4 all sides
Business Reply Card (S)	174 x 100	184 x 109	Add 4 all sides

**PRODUCTION:** Artwork to be supplied to your Australia Reader's Digest Account Manager. All digital documents should include all screen and printer fonts, EPS and TIFF files.

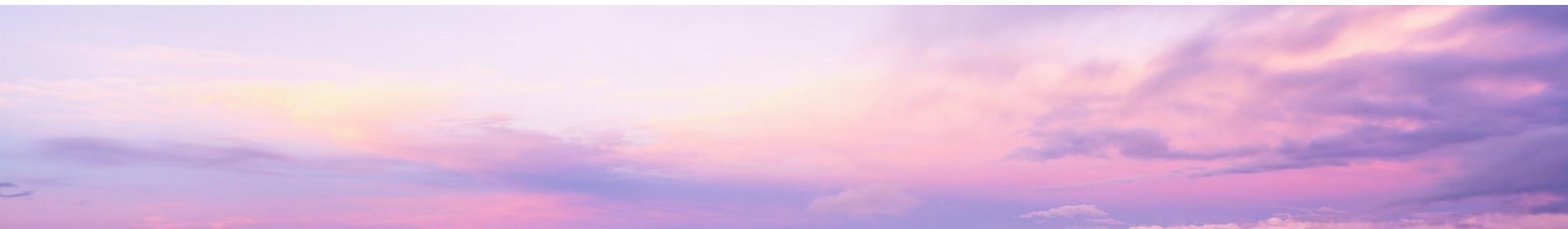
### MATERIAL GUIDELINES

- **Double Page Spread: To be supplied as two single pages. If type runs across spine allow 6mm space either side of spine i.e. 12mm in total.**
- 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
- Trim size must conform to the specifications. Please ensure trim marks are included on all artwork with a minimum of 4mm bleed all around the artwork.
- Maximum ink coverage should not exceed 270%.
- 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.
- 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.
- Trim marks must be included



# Digital Advertising Rates

<b>Digital Assets</b>	<b>Details</b>	<b>Rate</b>
MREC	Run of Site/targeted to pages	\$25 CPM
Leaderboard	Run of Site/targeted to pages	\$20 CPM
Skins	Homepage only	\$50 CPM
Home page takeover	Branding for 1 week	\$4,500
Channel Page Takeover	Branding for 1 Month	\$4,000
Sponsored Articles	Article to include advertiser logo or 'Sponsored by...'	\$3,000
Sponsored article with a video	Sponsored article feat. Video	\$3,250
Solus EDM	Cost per 000 Emails in database	\$200 CPM
E-newsletter MREC / LB	MREC / Leaderboard E-newsletter - 100k names	\$2,000 per banner
E-newsletter Takeover	100k names, solus EDM	\$5,500
Comp E-newsletter - MREC	MREC - competition driven newsletter - 100k names	\$2,000 per banner
Social Media Facebook & Twitter (Boosted)	28,000 Facebook and 3,866 twitter followers	Starting from \$500



# Digital Advertising Specs & Deadlines

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	300 x 600 px

**EDMs** All material must be submitted a minimum of 2 weeks before the actual send 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 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 send, final EDM send date will be delayed accordingly. Once the test send is approved, it will be scheduled in 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. If there are any issues with the material, the Leaderboard live date will be delayed accordingly.

**ONLINE ARTICLES** All material must be submitted 2 weeks before the actual live date. If there are any issues with the material, online article live date will be delayed accordingly.

**SOCIAL POSTS** All material must be submitted 2 weeks before the actual live date. If there are any issues with the material, the post will be delayed accordingly.

