

PAPERTYPE-3

ADVERTISING MATERIAL SPECIFICATION AND LODGEMENT

DPS advertisements are required to be separated into Left and Right hand pages, one PDF per page. DPS spreads or multipage PDFs are not allowed.

The specifications detailed below are applicable to Bauer Media Group (NZ) in New Zealand. Suppliers of advertising material are responsible for checking the quality and integrity of their files before submission to Bauer Media Group (NZ).

In summary, Bauer Media Group (NZ) will only accept files that meet the following requirements. Files that do not meet the requirements may be rejected:

- File must be PDF version 1.3. Bauer Media Group (NZ) and 3DAP recommend that PDF files are made to meet the international PDF/X-1a standard, which is available as a preset in all modern layout programs.
- All fonts must be embedded.
- All elements must be CMYK. RGB or spot colours are not allowed, as they cannot always be reproduced accurately in print. Files supplied containing spot colour or RGB elements will be converted to CMYK upon delivery to the printer.
- Images should have an effective resolution of 300dpi. Low resolution images lead to poor print reproduction. What looks ok on screen might look a lot worse once it's printed. Note that it's the effective image resolution that is important, taking into account the scale factor of images in the layout program.
- Trim size must be correct according to Bauer specifications identified by 15pt trim marks and 5mm bleed must be included on all sides of ad in addition to the trim size.
- Total Ink Weight must not exceed magazine specific limit (300% for papertype-1 titles, 280% for papertype-3).

BAUER MEDIA GROUP (NZ) CANNOT TAKE RESPONSIBILITY FOR ACCURATE REPRODUCTION OF ADVERTISEMENTS IF:

- Fonts are artificially stylised.
- Font sizes are below 5 points for solid text or below 9 points for reversed or non-solid text. Bauer Media Group (NZ) recommends that you do not use type size smaller than 8 points as this is difficult to read. Reverse type smaller than 12 points may not reproduce well. Serif and non-bold fonts smaller than 10 points may disappear into reverse areas.
- Text or other content is placed outside the live type area.
- Bauer Media Group (NZ) adheres to the 3DAP recommendations for file prep and proofing. When a 3DAPv3 compliant proof made from the supplied file is not submitted, Bauer Media Group (NZ) cannot take responsibility for accurate colour reproduction.

If you have any questions regarding the submission of advertising to Bauer Media Group (NZ), please contact your account rep or Production.

SUBMITTING DIGITAL ADVERTISING TO BAUER MEDIA GROUP (NZ)

Adstream, a service provider for electronic delivery of digital files, has proven to be an efficient method of receiving and tracking digital advertising files, providing the facility to check your file for errors before it arrives, therefore contributing to a reliable, best printed outcome. For more information please contact Adstream:

PRINT SUPPORT

P: +64 9 9734744 | E: print@adstream.com.au
<https://www.adstream.com/solutions/asset-delivery/print-ad-delivery/>

3DAPv3

Bauer Media Group (NZ) can only take responsibility for accurate colour reproduction of digital advertising material if a digital file and proof is supplied in accordance with 3DAPv3 guidelines.

The latest 3DAP specifications (3DAPv3) is based on the international printing standard ISO 12647-2 and incorporates the ISO 12647-7 tolerances for proofing quality control. More information is available at www.3DAP.com.au. The 3DAPv3 standard encompasses different paper types. Bauer has adopted ISO papertypes 1 and 3, the majority of our titles falling into the papertype-1 category. If unsure, please check with your Bauer contact to confirm the correct papertype for proofing and CMYK separations. Supplying the correct files and proofs will allow consistency in material supplied from various sources, minimising colour compromises on press. CMYK separation profiles for Photoshop are available as a free download from the 3DAP website. The use of these profiles for image preparation is highly recommended.

MATERIAL INSTRUCTIONS – CORRECT PUBLICATION DATE AND BOOKING NUMBER ARE ESSENTIAL

Material can be difficult to track without sufficient information. If using Adstream, in addition to supplying material instructions it is necessary to enter further accurate details to allow us to identify your advertisement. It is particularly important for the unique booking reference number allocated to the advertisement to be referenced.

For DPS advertisements please be clear on which is left and which is right. For consecutive advertisements, appearing one after the other, please advise the order in which they should appear.

SPINE ALLOWANCE – WHAT IS REQUIRED FOR DOUBLE IMAGING

Only streamer headings or baselines of very large type can run across the gutter of a DPS. Type or product shots should always clear the spine and should never be split.

PERFECT BOUND MAGAZINES

Type must be designed to clear the spine by a minimum of 10mm each side of the spine (total 20mm) due to this space being optically lost in the spine of the magazine and therefore must be in addition to any word or letter space already present. Any critical image cross over should be double-imaged by 3mm each side of the centre and incorporated into the overall image of each page. It is to be included within the trim – not additional to the trim size, i.e. the spread will carry a 6mm common image through the centre. Bauer Media Group (NZ) cannot take responsibility for any optical loss of an image in the gutter of a DPS without the supply of a double-imaged PDF file and accompanied digital proof.

SADDLE STITCHED MAGAZINES

Type must clear the spine by 3mm, this space may include any word or letter space already present.

3DAPv3 PROOFS AND THE CONTROL STRIP

A proof that is in compliance with the 3DAPv3 proofing requirements, must have the following 3DAP endorsed Control Strip printed alongside the advertising material. Use of the strip obligates the user to follow the QC procedures supplied by proof vendors to the user after approval of their individual device. Bauer Media Group (NZ) will reject a proof if the control strip is measured and found to be outside the specification, or if the strip does not carry all of the relevant information. This wedge is only available to users of 3DAP approved proofing systems.

