

BOSS MAGAZINE TECHNICAL SPECIFICATIONS

Financial Review BOSS is inserted into *The Australian Financial Review* on the second Friday of every month.

DEADLINES

Advertising material is required Friday, 4 weeks prior to publication date. Material received after deadline is automatically viewed as out of specification. Cancellation of booking is always 6 weeks prior on sale date. For premium positions, 8 weeks prior on sale date.

CONTACT DETAILS FOR MATERIAL AND DELIVERY

Advertising Production Unit, Fairfax Media
 Level 3, 1 Darling Island Road, Pyrmont NSW 2009
 Phone: (02) 9282 3322
 Email: adprodunit@fairfaxmedia.com.au

MECHANICAL SPECIFICATIONS

PAGE SPECIFICATIONS

SINGLE PAGE

Size	Type Area	Trim Size	Bleed Area
Full Page	250 x 210mm	275 x 235mm	285 x 245mm
1/2 Horizontal	118 x 210mm		
1/2 Horizontal (with Bleed)	108 x 210mm	130 x 235mm	140 x 245mm
1/2 Vertical	250 x 97mm		
1/2 Vertical (with Bleed)	250 x 87mm	275 x 110mm	285 x 120mm
1/3 Horizontal	80 x 210mm		
1/3 Horizontal (with Bleed)	70 x 210mm	92 x 235mm	102 x 245mm
1/3 Vertical	250 x 67mm		
1/3 Vertical (with Bleed)	250 x 57mm	275 x 79mm	285 x 89mm

SPREADS

Size	Type Area	Trim Size	Bleed Area
Double Page Spread	250 x 445mm	275 x 470mm	285 x 480mm
Half Page Spread	118 x 445mm		
Half Page Spread (with Bleed)	108 x 445mm	130 x 470mm	140 x 480mm
Third Page Spread	80 x 445mm		
Third Page Spread (with Bleed)	70 x 445mm	92 x 470mm	102 x 480mm
Gatefold Double Page Spread	250 x 430mm	275 x 455mm	285 x 465mm
Gatefold Flap	250 x 200mm	275 x 225mm	285 x 235mm

Measurements are given in millimetres and are as height x width

All live copy must be kept within the type area, this includes all text, image, keylines and keycodes
 Type Area Only specs on broken space ads are designed to sit within the Type area of the whole page
 Broken space ads that bleed are designed to centre the type area within the ad space

Do not use fine borders around the edge of a bleed advert. We cannot guarantee the absolute accuracy of trimming due to the nature of web offset printing processes

DELIVERY REQUIREMENTS

BOSS magazine only accepts material that is submitted via the following delivery channels: Quickcut, Websend and AdOnline. All advertisements submitted via Quickcut will be converted to PDF files using the guidelines created by 3DAP. These guidelines are published at the web site www.3dap.com.au. For more information on Quickcut and delivery please contact Quickcut on 02 9938 7500 or at www.quickcut.com.au.

The delivery and receipt of advertising material via Quickcut and Websend is an automated workflow. As a result material instructions are not able to be viewed and should be communicated to your sales contact. Advertising Production will output a positional proof to ensure it resembles the supplied client proof. Our team of Imaging specialists are also on hand to check the colour within the files, and to ensure that the reproduction of the supplied creative will be to the expectation of the client proof.

PRINT SPECIFICATIONS

Process	Computer to plate four colour process	
Screen Ruling	133lpi	
Dot Structure	Round	
Screen Angles	CYAN	15 degrees
	MAGENTA	45 degrees
	YELLOW	90 degrees
	BLACK	75 degrees
Print Sequence	■ BLACK ■ CYAN ■ MAGENTA ■ YELLOW	

PROOFS

Proofs should provide an accurate representation of the intended print result and are necessary for us to ensure colour accuracy on press. For this reason, Fairfax will only accept 3DAP compliant proofs. If you choose not to supply a digital proof, Fairfax cannot be held responsible if the printer result varies from what the client has approved. To produce adequate digital proofs we require 3DAP approved digital proofs (see www.3dap.com.au).

COLOUR GUIDELINES

SPOT COLOUR. This is achieved by using the four colour printing process (i.e. PMS colours must be broken down into CMYK process).

PROCESS COLOUR. Colour specified in percentages of cyan, magenta, yellow and black.

DOT GAIN. Dot gain is not a fault of web offset printing, but rather a characteristic. The dot gain can to some extent be accommodated in production but there are some things, outlined below, that can help:

- All material should compensate for dot gain of up to 15-20% in the 50% dot area. Ensure midtones are lighter and have more contrast to compensate for the above dot gain.
- Highlights can also muddy if there is a black dot visible, which will also gain on press. The first printing highlights should be:

PRINTING HIGHLIGHTS

	Cyan	Magenta	Yellow	Black
First printing highlight	3%	2%	2%	0%
Midtones	Allow for up to 15-20% dot gain			
Shadow	Range from 280-310%			

GREY BALANCE

Maintaining Grey balance throughout the separation is extremely important for quality four-colour reproduction. Separations without neutral Grey's will reproduce with perceivable colour casts on press. As a general rule for magazine reproduction, Grey balance requires slightly more cyan relative to less amounts of magenta to yellow.