

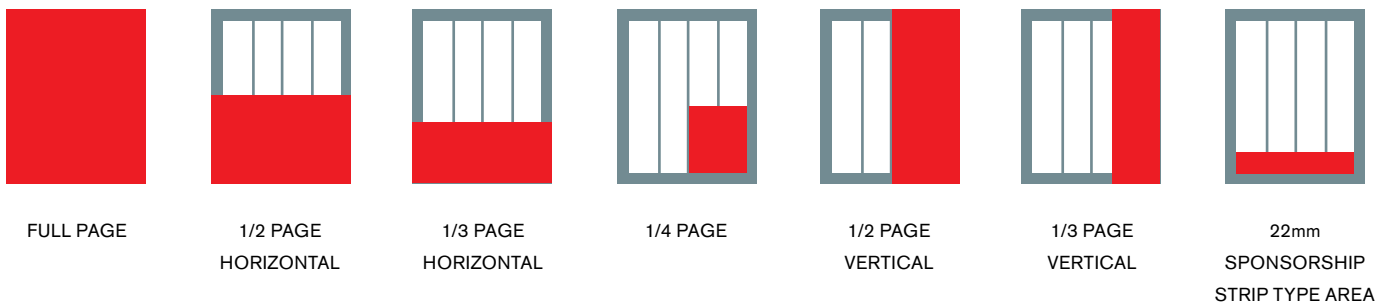


PRODUCTION SPECIFICATIONS

BRW only accepts advertising material in digital format. Please refer to the specification website: www.adcentre.com.au/brw.aspx

MECHANICAL SPECIFICATIONS

PAGE SPECIFICATIONS (height x width)			
SIZE	TYPE AREA	TRIM SIZE	BLEED AREA
Full Page	247mm x 205mm	275mm x 235mm	285mm x 245mm
Half horizontal	119.5mm x 205mm		
Half horizontal (with bleed)	104.5mm x 205mm	132.5mm x 235mm	137.5mm x 245mm
Half vertical	247mm x 97.5mm		
Half vertical (with bleed)	247mm x 82.5mm	275mm x 112.5mm	285mm x 117.5mm
Third horizontal	73mm x 205mm		
Third horizontal (with bleed)	59mm x 205mm	87mm x 235mm	92mm x 245mm
Third vertical	247mm x 58mm		
Third vertical (with bleed)	247mm x 43mm	275mm x 73mm	285mm x 78mm
Quarter page	118.5mm x 97.5mm		
Quarter page (with bleed)	104.5mm x 82.5mm	132.5mm x 112.5mm	137.5mm x 117.5mm
22mm sponsorship strip	14mm x 205mm	22mm x 235mm	27mm x 245mm
Double page spread	247mm x 440mm	275mm x 470mm	285mm x 480mm
Half page spread	118.5mm x 440mm		
Half page spread (with bleed)	104.5mm x 440mm	132.5mm x 470mm	137.5mm x 480mm
Third page spread	73mm x 440mm		
Third page spread (with bleed)	59mm x 440mm	87mm x 470mm	92mm x 480mm
22mm sponsorship strip spread	14mm x 440mm	22mm x 470mm	27mm x 480mm



- Measurements are given 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.



MECHANICAL SPECIFICATIONS

General Information

BRW magazine is a weekly newsstand publication, which is on-sale each Thursday. BRW produces both a weekly Executive issue and monthly Flagship edition which are both saddle-stitched.

For Executive issues, the text section is printed on 75gsm M-Brite. The cover is printed on 130gsm Impress Matt with a duct emulsion finish.

All Flagship editions are on sale for up to 4 weeks and are printed with a 75gsm M-Brite text section with a 150gsm impress Matt cover with a gloss UV finish.

Finished product size of Executive issues and Flagships is 275mm x 235mm.

Material deadlines

- Material (Executive Issue) Wednesday, 8 days prior to publication date*
- Material (Flagship Issue) Tuesday, 9 days prior to publication date*
- Material received after deadline is automatically viewed as out of specification, dates may change due to public holidays

Storage and Repeats

Please do not send advertising material more than four days prior to the advertising delivery deadline. Fairfax Media will store digitally supplied material for a period of three months. Repeat ads may be organised with the Advertising Co-ordinator referring to the booking number relevant to the published date. It is however advisable to resend the material for each scheduled reprint to ensure the correct copy is used.

Contact and Proof Delivery Address

Magazine Operations
Fairfax Media
P: 02 9282 3322
Level 3, 1 Darling Island Road
Pyrmont NSW 2009
E: adprodunit@fairfaxmedia.com.au

Delivery Requirements

BRW magazine only accepts material that is submitted via Quickcut or Websend. All advertisements submitted via Quickcut or Websend 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.

For more information on Websend please contact 1300 798 949 or visit www.websend.com.au.

Alternatively, if you do not want to register with one of these digital delivery suppliers an alternate option is sending your material to Digital Ads. Digital Ads will send the files to Magazine Operations via Quickcut on behalf of the client for a fee.

For more information on Digital Ads please contact Margaret 02 9552 4733 or visit www.digitalads.com.au.

When ads are received via Quickcut or Websend our Advertising Co-ordinator will check all messages that accompany the ad to ensure that it is acceptable. They will also 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.

Booking Number

There are a number of mandatory fields that must be entered prior to acceptance of your ad by Quickcut. One of these fields is the booking number. Please contact your Advertising Representative to obtain the booking number for your creative.

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)

MECHANICAL SPECIFICATIONS

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 mid tones 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:

	C	M	Y	K
First printing highlight	3%	2%	2%	0%
Midtones	Allow for up to 15-20% dot gain			
Shadow	Range from 280-310%			
	Up to 340% for Cover Section			

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.

Four Colour Mono Images

Four colour mono images have a tendency to reproduce with colour and tonal shifts and often the result differs to the original proof. We suggest using an achromatic, or GCR, set-up. Increasing the use of black and reducing the other three colours will result in a more neutral image that will reduce the risk of tonal and colour shifts on press.

Total Saturation

The total saturation for process colour material should range from 280-310% and 340% if on the cover section. This helps compensate for dot gain and allows for maximum shadow detail with minimum ink set-off.

Saturation exceeding 310% (text) 340% (cover) will not result in darker shadows on magazine stock. It simply leads to excessive set-off and causes shadow areas to plug; thus reducing printed shadow detail.

Any single colour not intended to print solid should not exceed 80%. We recommend that large areas of black be at least two colour (100% black, 60% cyan) or four colours.

Typefaces

San serif typefaces are the best choice for reproduction. They reproduce easily with desired readability. Typefaces with thin or delicate serifs and strokes should be avoided. Extremely fine strokes can drop out, while thick strokes can plug on the press. Because of the ink and stock relationship, small type tends to lose definition on the press.

Coloured type or solid backgrounds can print using a single colour at 100%. Should a second or third colour be required, these extra colours should be limited to 95%, keeping within the total ink limit of 310%. This will allow the ink to trap on the press and result in a consistent and balanced printing.

For legibility reasons, consideration should be given when attempting to reproduce type as a light screen tint. For best results, avoid screening type styles with a fine to medium weight and those with serifs.

For optimum results it is suggested that type not overprint a background screen (tint or ghosted image) greater than 30% visual density. This allows for dot gain and provides necessary contrast between text matter and the background image.

Typefaces in Reverse

- Typefaces in four colours should be sans serif and bold, no smaller than 12pt.
- Type with serifs or screens, reversed out of a four colour image or colour, should be 12pt or greater in size, otherwise the material will not be accepted. This allows for slight variances in register while maximizing legibility.
- All reverse type should be limited to two colours maximum. For contrast and readability, reverse type should not be positioned within screened areas less than 50%, or in yellow or other light coloured backgrounds.

Line Art

Minimum width 0.125mm (0.005 inch) with a maximum of two colours overprinting. Avoid line art less than 1 pt.

Disclaimer

Whilst internal production processes may verify that material is within specifications the onus is firmly on the trade house to supply material within specification. It is also a requirement of our specifications that advertising material be delivered on time so quality checking procedures can take place. Late material is liable to incur additional production costs.

Fairfax Media reserves the right to refuse any material that does not meet the Fairfax specifications.