

Page Specifications

All dimensions are in millimetres (height x width)

EXECUTION	TYPE AREA	TRIM AREA	BLEED
Full Page	173 x 122	184 x 134	192 x 142
Double Page Spread	173 x 256	184 x 268	192 x 276
Half Page Horizontal	84 x 121	89 x 134	Add 4 at bottom & sides
Half Page Vertical	176 x 58	184 x 65	Add 4 at bottom & top
Third Page Horizontal	60 x 121	65 x 134	Add 4 sides & bottom
Quarter Page	86 x 60	92 x 67	97 x 72
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
Insert	MAX: 170 x 120 MIN: 150 x 105		
Onsert	MAX: 184 x 134 MIN: 150 x 100		
Large Business Reply Card	174 x 125	134 x 184	Add 4 all sides
Small Business Reply Card	174 x 100	184 x 109	Add 4 all sides

Production Enquiries

Artwork to be supplied using Quickcut, WebSEND or in digital form using qxp and supplied on CD-ROM. All digital documents should include all screen and printer fonts, EPS and TIFF files.

When supplying advertising material please follow these guidelines so that Reader's Digest can maximize the reproduction quality of your advertisement/s:

- PDF fonts and high-resolution images must be embedded for Acrobat 4.0 or 5.0 files
- Images with an effective resolution below 240 dpi are not recommended
- Trim size must conform to the specifications.
- Maximum ink density should not exceed 300%.
- 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.
- Double Page Spread: To be supplied as two single pages.
If type runs across spine allow 5mm space either side of spine i.e. 10mm
- Allow 30mm in gutter (15mm on each page) for gutter creep. Printing: Heatset web offset.
Line screen: AM 133|pi is used. Proofing: ISO28L profile.