

# Seniors' Guide



DEADLINES	RELEASE DATE	BOOKING DEADLINE	MATERIAL DEADLINE
September 2011	20th September	30th July	5th August
December 2011	20th December	30th October	5th November
April 2012	20th April	28th February	5th March
June 2012	20th June	30th April	5th May

## 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
Half page horizontal	To be supplied as two single pages		
Half page vertical	84 x 121	89 x 134	Add 4 at bottom and sides
Front cover gatefold	173 x 208/ 173 x 90	184 x 222/184 x 90	Add 4 side and bottom and 7 on top
Back cover gatefold	173 x 208/ 173 x 90	184 x 222/184 x 90	Add 4 side and 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	184 x 134	Add 4 all sides
Small business reply card	174 x 100	184 x 109	Add 4 all sides

## PRODUCTION ENQUIRIES

David Cummings 02 9018 6119 or Balaji Parthsarathy 02 9018 6115

Artwork to be supplied using Quickcut 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.

Send high resolution PDF artwork file to [seniorsguidematerial@rd.com](mailto:seniorsguidematerial@rd.com)