

booking & material deadlines

	Booking Deadline	Material Deadline	ON SALE
MARCH ²⁰¹⁵ /April	19th January	26th January	First week of March
MAY ²⁰¹⁵ /June	2nd March	9th March	Last week of April
JULY ²⁰¹⁵ /August	27th April	4th May	Last week of June
SEPTEMBER ²⁰¹⁵ /October	29th June	6th July	Last week of August
NOVEMBER ²⁰¹⁵ /December	24th August	1st September	Last week of October
SPECIAL Edition ²⁰¹⁵ Wine of the Year	12th October	19th October	First week of December
ANNUAL best of 2015 January/ February ²⁰¹⁶	16th November	23th November Special Material sizes please refer to: ANNUAL Edition - artwork sizes or www.winestate.com.au	Last week of January 2016 Re-Released July 2016

material requirements

These guidelines for supplying artwork to WINESTATE are designed to ensure our clients get the best possible print result. If you have any further questions please do not hesitate to call your advertising consultant.

artwork sizes

	Trim size	with 5mm bleed	
Double page:	420mm wide x 297mm deep	430mm wide x 307mm deep	
Insure type is 15mm from the gutter. Keep all important information 10mm from the top and bottom of your page.			
Full page:	210mm wide x 297mm deep	220mm wide x 307mm deep	
Insure type is 15mm from the gutter, remember your advertisement could be on a left or right hand page. Keep all important information 10mm from the top and bottom of the page.			
Half page vertical:	90mm wide x 270 mm deep	N/A	
Half page horizontal:	178mm wide x 135mm deep	N/A	
Third page vertical:	59mm wide x 270mm deep	N/A	
Third page horizontal:	178mm wide x 90mm deep	N/A	
Quarter page square:	90mm wide x 135mm deep	N/A	
Quarter page horizontal:	178mm wide x 68mm deep		
1/6 page:	55mm wide x 135mm deep	N/A	
1/8 page CLASSIFIED:	87mm wide x 65mm deep	N/A	

the wine & spirit **insider** cover specifications

Trim size	with 5mm bleed
210mm wide x 297mm deep	220mm wide x 307mm deep

Insure type is 15mm from the gutter. Keep all important information 50mm from the top of the page and 10mm from the bottom of the page.

supplying images to WINESTATE

When sending images please **DO NOT** downsize the file when e-mailing.

If images are too big to e-mail please burn to a CD and post.

✓ RGB JPGs, EPS and Tiff's will be accepted.

✗ DO NOT supply images in Word files or Power-Point.

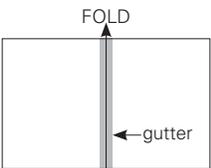
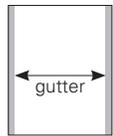
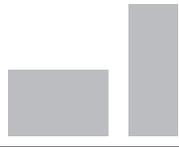
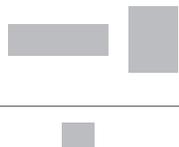
Allow 50mm from the top to allow for the masthead



material requirements

ANNUAL EDITION ONLY

These guidelines for supplying artwork to *WINESTATE* are designed to ensure our clients get the best possible print result. If you have any further questions please do not hesitate to call your advertising consultant.

artwork sizes - ANNUAL Edition			
	Trim size	with 5mm bleed	
Double page:	488mm wide x 305mm deep	498mm wide x 315mm deep	
<p>Insure type is 15mm from the gutter. Keep all important information 10mm from the top and bottom of your page.</p>			
Full page:	244mm wide x 305mm deep	254mm wide x 315mm deep	
<p>Insure type is 15mm from the gutter, remember your advertisement could be on a left or right hand page. Keep all important information 10mm from the top and bottom of the page.</p>			
Half page vertical:	102mm wide x 274 mm deep	N/A	
Half page horizontal:	208mm wide x 137mm deep	N/A	
Third page vertical:	67mm wide x 274mm deep	N/A	
Third page horizontal:	208mm wide x 91 mm deep	N/A	
Quarter page:	102mm wide x 137mm deep	N/A	
Quarter page horizontal:	208mm wide x 68mm deep		
1/6 page:	68mm wide x 135mm deep	N/A	

material requirements

supplying advertisements to WINESTATE

1 File Formats

We prefer files supplied as print ready PDF's. We also accept hi-resolution tiffs and eps files. Native files must be provided with links and fonts. If size permits you can e-mail advertisement to: production@winestate.com.au

2 Images

Each image you use should have the following attributes:

1. **CMYK color mode**
2. **300dpi (dots per inch)**

Once the image has been converted to **300dpi** and is the **size you need it** in the advertisement, in Adobe Photoshop please view it at **Actual Pixels (100%)** (under View in main menubar). At any percentage other than 100%, you're probably not seeing a fully accurate view of your image.

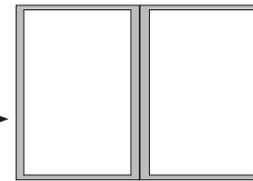
3 Flatten artwork and embedded fonts

All artwork should be flattened. Layers in Photoshop should be flattened and **ALL transparencies in InDesign flattened.** All fonts must be embedded.

4 Gutter and trim

Make sure type is 15mm from the gutter, remember your advertisement could be on a left or right hand page.

Keep all important information 10mm from the top and bottom of your page. →



5 Blacks

All **black type** must be 100% black. For example C=0% , M=0%, Y=0%, K=100% (4 colour black will not be accepted)

Solid blacks should be a rich black. For example C=20% , M=0%, Y=0%, K=100%

6 Hard Copies

Please provide a hard copy colour proof when supplying artwork.

7 Always check your artwork in Adobe Preflight before sending to WINESTATE

See following page for more information.

8 Material to be supplied by deadline otherwise publisher reserves the right to repeat previous advertisement or charge for space booked.

SPECIFICATIONS - covers

Print ready PDF files (300dpi, CMYK and fonts embedded)
Hard copy proofs must be supplied with material.



material requirements

Checking artwork in

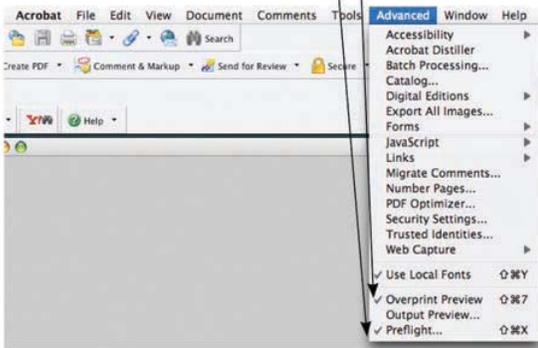
Acrobat 7.0 Professional Preflight

This is a MUST before submitting supplied artwork.

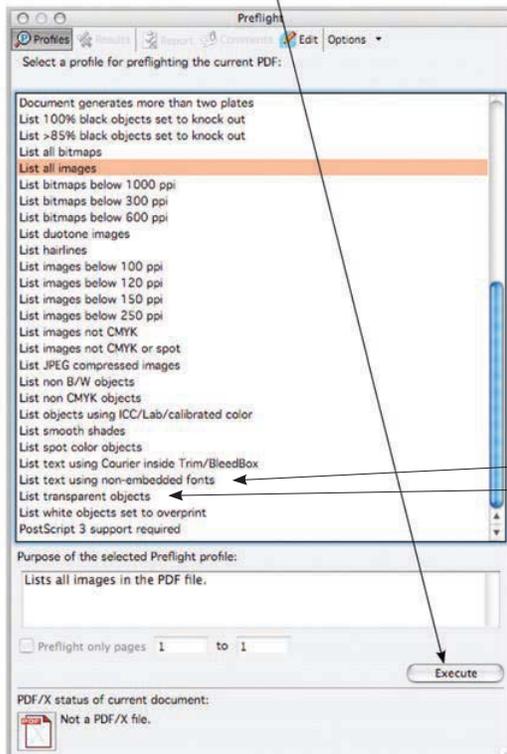
1 Open your PDF in Adobe Acrobat (version 7 shown in example).

2 Advanced (in main menubar) > Preflight

b) Make sure **Overprint Preview** is ticked

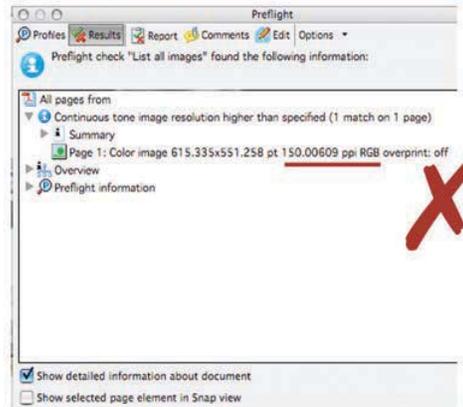
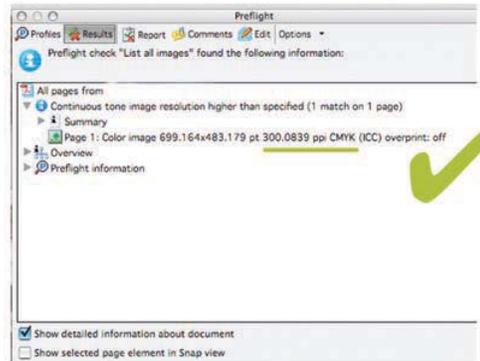


3 Click on "List all Images" > Execute



4 Click down on the information icon.

This will list all the images in pixels per inch and the colour mode for all images. **Please make sure all images are 300dpi (ppi) and CMYK.**



5 Other things to check:

List non-embedded fonts > Execute

List transparent objects > Execute

material requirements

Creating a PDF from InDesignCS4

It is important to start the export process with a clean file. Please make sure the document has been carefully proof read, all colours are correct, all fonts available and images are linked properly. This can be checked in InDesignCS4: File>Package

1 File menu > export

2 Saving your Adobe PDF.

Select the location you would like to save your PDF, create a file name and > save.

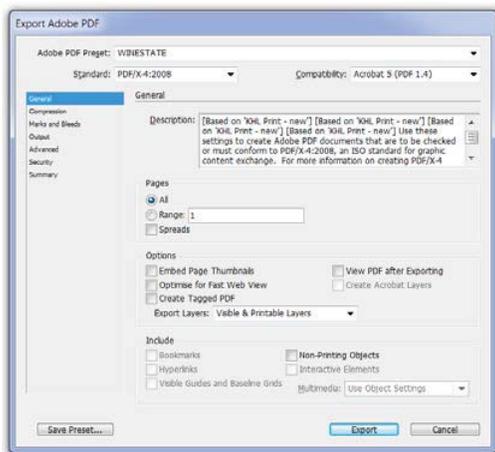
2 General

Select 'WINESTATE' from the Adobe PDF Preset drop down menu. If this is the first time creating a PDF for Winestate, follow all the steps first and click on 'Save Preset' before you click Export.



Select PDF/X-4:2008 from the Standard drop down menu.

Select Acrobat 5 (PDF 1.4) from the Compatibility drop down menu.



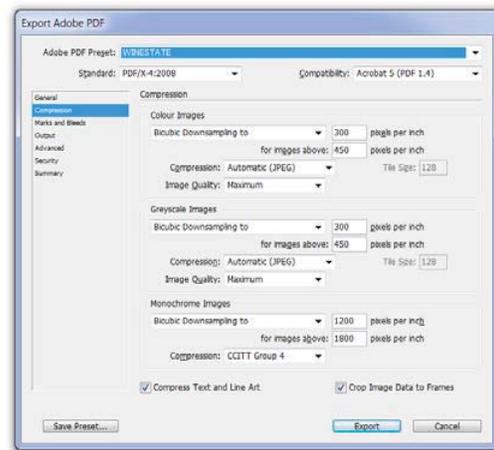
3 Compression

Colour Images > select 'Bicubic Downsampling to' from the drop down menu > 300 Pixels per inch for images above > 450 pixels per inch
Compression > Automatic (JPEG)
Image Quality > Maximum

Greyscale Images > select 'Bicubic Downsampling to' from the drop down menu > 300 Pixels per inch for images above > 450 pixels per inch
Compression > Automatic (JPEG)
Image Quality > Maximum

Monochrome Images > select 'Bicubic Downsampling to' from the drop down menu > 1200 Pixels per inch for images above > 1800 pixels per inch
Compression > CCITT Group 4

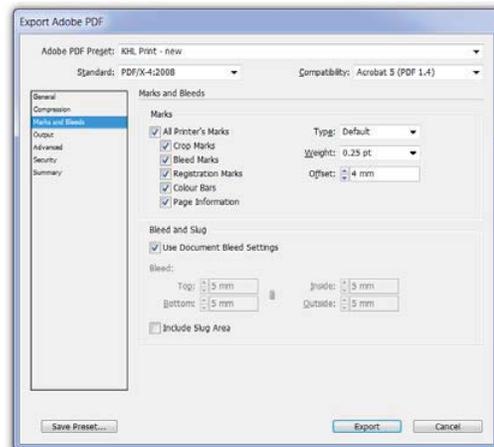
Select > Compress Text and Line Art.
Select > Crop Image Data to Frames.



4 Marks and Bleeds

Click 'All Printer's Marks' will select all marks for the PDF. Click 'Use Document Bleed Settings' should be set at 5mm around the entire document. FILE > Document Setup > Bleed. *Only add bleed if you are sending a full page, double page, or cover advertisements.

If you are sending a 1/6, quarter page, half or third page horizontal or a half or third page vertical you do not require bleed. Set Offset to 4mm.

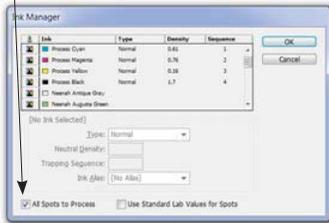
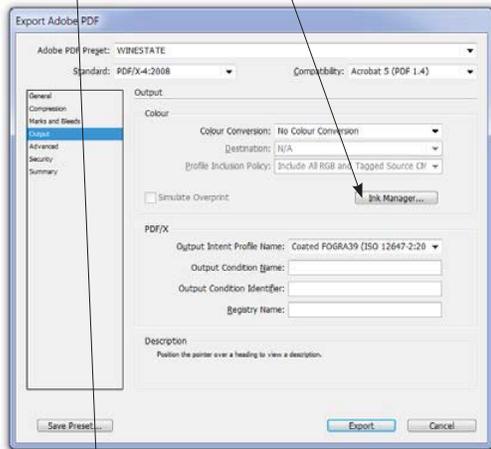


material requirements

Creating a PDF from InDesignCS4 cont.

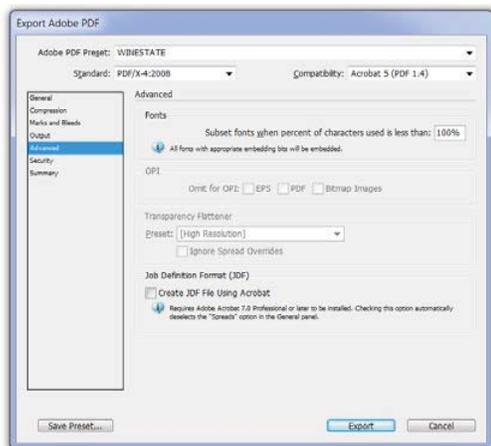
5 Output

Colour Conversion should be set to No Colour Conversion. Inks – The only inks showing should be Process Cyan, Magenta, Yellow, Black. If you have other colours showing, you need to go to the **Ink Manager** button, and check on the **All Spot to Process** box.



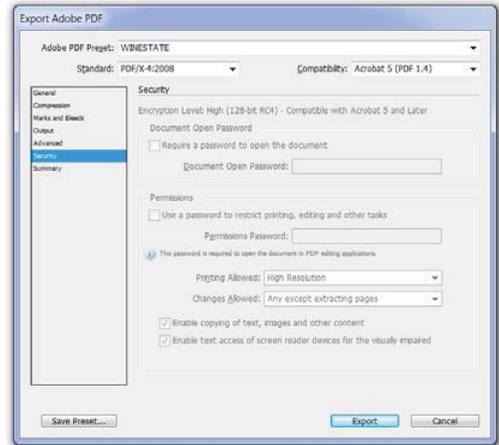
6 Advanced

Job Definition Format should be un-ticked.



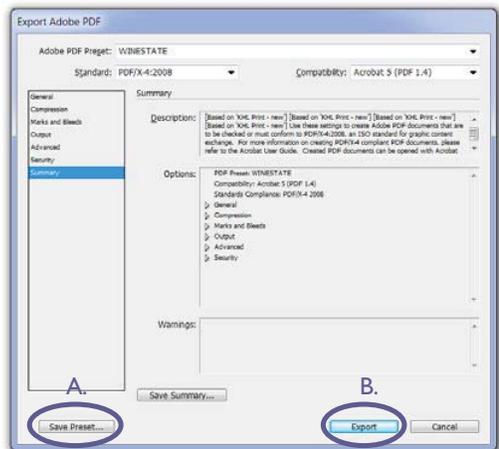
7 Security

Does not need to be created.



8 Summary

Make sure nothing issues with creating your PDF under the Options list.



9 Save and export PDF

A. If you regularly send artwork to WINESTATE Save Preset. Next time you can skip all the above steps.

B. Export your PDF after you have gone through all the tabs.

10 Check PDF in Acrobat Preflight > See relevant page