

Print Advertising Rates

Reader's
ASIA digest

ENGLISH EDITION

AREA	Full Page	Double Page	Inside Covers	Outside Back
Full Run	28,050	56,100	33,650	36,470
Philippines	5,700	11,400	6,840	7,410
Hong Kong	4,000	8,000	4,400	4,800
Malaysia	5,700	11,400	6,840	7,410
Singapore	4,500	9,000	5,400	5,850
Others	8,500	16,000	9,300	10,100

CHINESE EDITION

AREA	Full Page	Double Page	Inside Covers	Outside Back
Full Run	14,600	29,200	16,000	17,460
Hong Kong	4,450	8,900	5,340	5,790
Taiwan	7,000	14,000	8,400	9,100
Mal/Sin/Id/Ph/Others	4,000	8,000	4,400	4,800



Print Specifications

EXECUTION	TYPE AREA	TRIM AREA	BLEED
Full Page	173 x 118	184 x 134	192 x 142
Double Page Spread (*supply as 2 full pages)	173 x 256	184 x 268	192 x 276
Half Page Horizontal	82 x 118	89 x 134	Add 4 at bottom & sides
Half Page Vertical	173 x 58	184 x 65	Add 4 at bottom & top
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		
Business Reply Card (L)	174 x 125	134 x 184	Add 4 all sides
Business Reply Card (S)	174 x 100	184 x 109	Add 4 all sides

PRODUCTION: Artwork to be supplied to your Australia Reader's Digest Account Manager .
All digital documents should include all screen and printer fonts, EPS and TIFF files.

MATERIAL GUIDELINES

- **Double Page Spread:** To be supplied as two single pages. If type runs across spine allow 6mm space either side of spine i.e. 12mm in total.
- PDF fonts and high-resolution images must be embedded for Acrobat 4.0 or 5.0.files
- Images with an effective resolution below 300 dpi are not recommended
- Trim size must conform to the specifications. Please ensure trim marks are included on all artwork with a minimum of 4mm bleed all around the artwork.
- Maximum ink coverage should not exceed 270%.
- 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.
- Allow 30mm in gutter (15mm on each page) for gutter creep.
- Printing: Heatset web offset. Line screen: AM 133lpi is used. Proofing: 3DAPv3 Paper type 4 or ISO 42L profile.
- Trim marks must be included



2018 / 2019 Print Deadlines

ISSUE	BOOKING	MATERIAL	ON SALE
Aug-18	20-Jun-18	26-Jun-18	19-Jul-18
Sep-18	25-Jul-18	31-Jul-18	23-Aug-18
Oct-18	22-Aug-18	28-Aug-18	20-Sep-18
Nov-18	19-Sep-18	25-Sep-18	18-Oct-18
Dec-18	24-Oct-18	30-Oct-18	22-Nov-18
Jan-19	21-Nov-18	27-Nov-18	20-Dec-18
Feb-19	17-Dec-18	19-Dec-18	24-Jan-19

AVERTORIAL/BRC MATERIAL: DUE 3 BUSINESS DAYS PRIOR TO ROB MATERIAL DEADLINE

CANCELLATION DEADLINES: RUN-OF-BOOK: 8 weeks prior to on sale date.

COVERS: 12 weeks prior to on sale date.

CREATIVE & PRODUCTION SERVICES: Reader's Digest offers production facilities for the preparation of advertising to appear in the magazine. Marketers can access a cost-effective full creative and production service with specialists experienced in developing a range of advertising material.

Concept development, copywriting, artwork preparation, proof approval are provided to brief and in full consultation with the client.

**Deadlines are as at June 2018 and are subject to slight variation, please confirm with your Asia Reader's Digest Representative.*



Digital Advertising Specs & Deadlines

EXECUTION	TYPE AREA (in pixels)
EDM	600 x 1000 px (1000 px is the maximum length)
Super leaderboard	970 x 90 px
Leaderboard	728 x 90 px
MREC	300 x 250 px
Half Page	300 x 600 px

EDMs All material must be submitted a minimum of 2 weeks before the actual send date. Content must be supplied in HTML. Client to supply:

- HTML file with all images and URLs OR
- Copy, images, URLs and a rough mock up (RD Creative Services will produce content)

Reader's Digest will insert your content into the header/ footer EDM template. Only one round of changes can be made once the header and footer has been attached. If there are any issues with the test send, final EDM send date will be delayed accordingly. Once the test send is approved, it will be scheduled in the next available time slot.

BANNER ADVERTISING (e.g. Leaderboards, MREC, etc) All material must be submitted a minimum of 2 weeks before the actual live date. If there are any issues with the material, the Leaderboard live date will be delayed accordingly.

ONLINE ARTICLES All material must be submitted 2 weeks before the actual live date. If there are any issues with the material, online article live date will be delayed accordingly.

SOCIAL POSTS All material must be submitted 2 weeks before the actual live date. If there are any issues with the material, the post will be delayed accordingly.





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