Reader's Digest 讀者文摘

Key Dates 2023

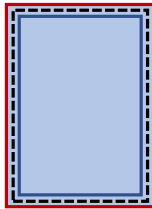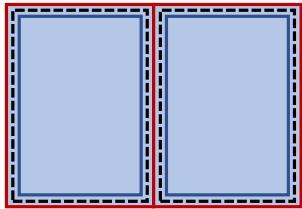| ISSUE	AD BOOKING DATE	ART SUPPLY DATE	ON SALE DATE
Jan 2023	Fri, 18th Nov 2022	Tue, 22nd Nov 2022	Mon, 19th Dec 2022
Feb 2023	Thu, 9th Dec 2022	Tue, 13rd Dec 2022	Wed, 25th Jan 2023
Mar 2023	Wed, 18th Jan 2023	Thu, 19th Jan 2023	Thu, 23rd Feb 2023
Apr 2023	Fri, 24th Feb 2023	Mon, 27th Feb 2023	Fri, 24th Mar 2023
May 2023	Fri, 24th Mar 2023	Mon,27th Mar 2023	Mon, 24th Apr 2023
Jun 2023	Fri, 21st Apr 2023	Tue, 25th Apr 2023	Fri, 26th May 2023
Jul 2023	Fri, 19th May 2023	Mon, 22nd May 2023	Mon, 19th Jun 2023
Aug 2023	Tue, 20th Jun 2023	Mon, 26th Jun 2023	Mon, 24th Jul 2023
Sep 2023	Fri, 21st Jul 2023	Mon, 24th Jul 2023	Mon, 21st Aug 2023
Oct 2023	Fri, 25th Aug 2023	Tue, 29th Aug 2023	Mon, 25th Sep 2023
Nov 2023	Fri, 22nd Sep 2023	Tue, 26th Sep 2023	Mon, 23rd Oct 2023
Dec 2023	Fri, 20th Oct 2023	Tue, 24th Oct 2023	Mon, 20th Nov 2023

Print Specifications
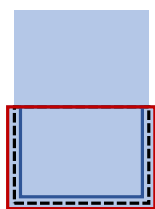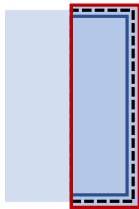
	Half Page (H)	Half Page (V)	Full Page	Double Page Spread (Supply as 2 full pages)
Trim Area	134(W) x 89mm(H)	65(W) x 184mm(H)	134(W) x 184mm(H)	268(W) x 184mm(H)
Type Area	118(W) x 82mm(H)	58(W) x 173mm(H)	118(W) x 173mm(H)	256(W) x 173mm(H)
Bleed	142(W) x 93mm(H)	69(W) x 192mm(H)	142(W) x 192mm(H)	276(W) x 192mm(H)

False front covers use the same specifications as full page spreads

Technical Specifications

- Submitted files must be in PDF format
- 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
- Maximum ink coverage should not exceed 270%
- All images must be converted to CMYK before saving as a PDF
- Trim marks must be included
- Printing: Heatset web offset. Line screen: AM 133lpi is used
- Proofing: 3DAPv3 Paper type 4 or ISO 42L profile

AUSTRALIA
Reader's
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Display Advertising Specifications

Mobile Banner 320 x 50px

Leaderboard 728 x 90px

Super Leaderboard 970 x 90px

Billboard 970 x 250px

MREC 300 x 250px

Half Page
300 x 600px

EDM 600 x 1000px
(Max length)

Technical Requirements

- Supplied creative should be in JPEG or PNG format for static images, and GIF for animated advertisements

- Image resolution at 72dpi

- File size should be as close as possible to 150kb

All digital material must be submitted a minimum of 2 weeks before the actual send/publication date