

● media kit
recipes+

PUBLICATION DATES 2007 NOVEMBER/DECEMBER 2008 JANUARY/FEBRUARY MARCH/APRIL
MAY/JUNE JULY AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER



COVER PRICE **\$2.60** • FREQUENCY **Monthly as of July 2008 issue**

DISTRIBUTION **Coles Supermarkets, Woolworths Supermarkets, Bi-Lo Supermarkets, Action Supermarkets, K-Mart Stores, Big W, selected newsagencies and Independent Supermarkets**

CIRCULATION 150,851

Source: ABC Audit Bureau and Circulation (January/June 2007)

READERSHIP 145,000

Source: RMR June 2007

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rates

	FPC	1/2 PAGE	1/3 PAGE	DP SPREAD	IFC	IFCS	IBC	IBCS	OBC
rate card	\$6,650.00	\$3,950.00	\$2,675.00	\$13,450.00	\$8,759.00	\$15,950.00	\$7,850.00	\$14,750.00	\$8,750.00
x2	\$6,034.00	\$3,648.00	\$ 2,415.00	\$12,153.00	\$7,903.00	\$14,570.00	\$7,194.00	\$13,408.00	\$7,894.00
x3	\$5,883.00	\$3,556.00	\$2,354.00	\$11,850.00	\$7,706.00	\$14,205.00	\$7,014.00	\$13,083.00	\$7,698.00
x4	\$5,735.00	\$3,467.00	\$2,296.00	\$11,553.00	\$7,512.00	\$13,851.00	\$6,839.00	\$12,746.00	\$7,504.00
x5	\$5,592.00	\$3,381.00	\$2,238.00	\$11,264	\$7,325.00	\$13,504.00	\$6,667.00	\$12,428.00	\$7,317.00
x6	\$5,452.00	\$3,296.00	\$2,182.00	\$10,982.00	\$7,141.00	\$13,167.00	\$6,501.00	\$12,117.00	\$7,134.00
SHOPPING BASKET	\$995.00								

Rates do not include GST Insert costs \$70.00 per thousand Tip ons quotes on request

deadlines

	PUBLICATION DATE	SUPPLIED AD BOOKING	SUPPLIED AD MATERIAL	ON SALE DATE
→	NOV/DEC 2007	14/09/07	21/09/07	22/10/07
	JAN/FEB 2008	09/11/07	16/11/07	17/12/07
	MAR/APR 2008	21/12/07	25/01/08	25/02/08
	MAY/JUN 2008	14/03/08	20/03/08	21/04/08
	JULY 2008	16/05/08	23/05/08	23/06/08
	AUGUST 2008	13/06/08	20/06/07	21/07/08
	SEPTEMBER 2008	18/07/08	25/07/08	25/08/08
	OCTOBER 2008	15/08/08	22/08/08	22/09/08
	NOVEMBER 2008	12/09/08	19/09/08	20/10/08
	DECEMBER 2008	17/10/08	24/10/08	24/11/08

* All features are booked exclusively therefore all bookings should be made as soon as possible.

* Please be advised these deadlines are subject to change. Confirmation will be made at time of booking.

mechanical specifications

INSERTION	BLEED (5mm)	TYPE	TRIM
DOUBLE PAGE SPREAD (GUTTER 6mm)	430mm x 285mm	400mm x 243mm	420mm x 275mm
FULL PAGE	220mm x 285mm	185mm x 243mm	210mm x 275mm
HALF PAGE VERTICAL	110mm x 285mm	80mm x 243mm	100mm x 275mm
HALF PAGE HORIZONTAL	220mm x 145mm	185mm x 117mm	210mm x 135mm
ONE THIRD PAGE VERTICAL	78mm x 285mm	48mm x 243mm	68mm x 275mm
ONE THIRD PAGE HORIZONTAL	220mm x 103mm	79mm x 185mm	210mm x 93mm

* Dimensions are width x height.

production requirements

All advertisements are to be supplied digitally as single press-ready PDFs which conform to the following industry guidelines. Please remember that suppliers of digital advertising are responsible for checking the quality and integrity of their files before submission to Knockout Media.

→ PDF CREATION

Document creation should be as printer's pairs

– **not spreads.** PDFs should be saved as single pages. PDFs must be created using Adobe Acrobat Distiller. PDFs created using other applications will be rejected. Adobe Acrobat Distiller Job Options are available on request. Please contact Sharon McGrath – sharon@recipesplus.com.au

SCREEN RULINGS

A default 133# should be set. The actual # will be set at the plate output stage.

ACCEPTABLE IMAGE FORMATS

TIFF - CMYK 300 dpi

EPS - CMYK 300 dpi, with clipping paths if applicable

UNACCEPTABLE IMAGE FORMATS

RGB or LAB

TRAPPING – BASIC Basic knock out and overprint need to be checked, ie: coloured type knocks out a black dropshadow.

TRAPPING – SPREAD AND CHOKE Trap can be applied if you have Trapping capabilities. By default our system will not Trap files unless requested.

CARRIER COLOURS Where solid backgrounds are created together with reverse type, a 40% stipple of cyan is recommended to reinforce the solid black background.

→ GENERAL TECHNICAL SPECIFICATIONS

TOTAL INK WEIGHT Excessive ink weight can result in shadow fill in, loss of detail and ink drying problems. Total ink weight specifications relate to the paper being printed on and the printing process. The following is recommended:

STOCK TYPE

DOUBLE COATED 80GSM (TEXT)

COATED PAPERS (COVERS)

TOTAL INK WEIGHT

MAXIMUM 300%

MAXIMUM 360%

DOT GAIN Dot gain is the increase in dot size in the final print result from the original file dot values. Scanning, colour correction programs and proofing should take this into account to achieve the best possible print result.

The amount of dot gain is influenced by the paper type being used for the print job. Typically the midtone dot gain (50%) figures experienced can range from:

- 5% to 10% on coated papers
- 15% to 20% on uncoated papers

→ GENERAL RECOMMENDATIONS

- 1 All reverse lettering should be no less than 10pt bold with no more than two colours. Small type with fine serifs should be avoided.
- 2 All live type should be located a minimum of 5mm from the final trim size to allow for paper shrinkage and stretch, and press fold variation.
- 3 Register and trim marks must appear on all files. Ensure trim marks have an offset of at least 5mm.
- 4 A minimum of 5mm bleed all around is required on all files.

ACCEPTED FILES The CTP system will support PostScript Type 1 fonts. True type fonts are not recommended.

→ CTP CHECKLIST

Please ensure these tasks have been completed for every job, prior to sending files.

- Has at least 5mm of bleed past page trim been allowed?
- Are the trim marks OUTSIDE the bleed area (IE: have they been set to offset by at least 5mm)?
- Have all graphics been saved in CMYK mode?
- Have only PostScript Type 1 fonts been used? (i.e. True Type fonts are not recommended.)
- If an EPS file is to be supplied or imported into a document, have fonts been embedded or outlined?
- Have all colours used in your documents been set up to print as "process separation"?
- Has a pre-flight program been run to ensure that files meet the specifications? (e.g. RGB files are not present.)
- Have digital colour proofs for each page been supplied?
- If colour proofs have not been supplied, has a laser copy of the advertisement been supplied?
- Have the original files been retained in your system?

→ DELIVERY

EMAIL PDFs TO sharon@recipesplus.com.au

MAIL CDs TO Sharon McGrath

recipes+ magazine

PO Box 349, Mullumbimby NSW 2482

WEB UPLOAD Email sharon@recipesplus.com.au for details

PRODUCTION ENQUIRIES

SHARON McGRATH

TELEPHONE 02 66 84 33 94

EMAIL sharon@recipesplus.com.au

PO BOX 349, MULLUMBIMBY NSW 2482

“real food for real people”

recipes+

→ SALES ENQUIRIES

NERINDAH SMITH
SALES DIRECTOR
nerindah@knockoutmedia.com.au
TELEPHONE 028889 3721
FACSIMILE 02 9690 2824

KATE PACEY
SENIOR ACCOUNT MANAGER
kate@knockoutmedia.com.au
TELEPHONE 02 8889 3722
FACSIMILE 02 9690 2824

