

# Rolling Stone

AUSTRALIA

## MECHANICAL REQUIREMENTS

### BINDING METHOD

Perfect Bound

### TRIM SIZE

245 x 297

### LIVE AREA

All type or graphics not intended to trim should be positioned 5mm in from all trim edges and 17mm from the spine to allow for perfect binding allocation.

### BLEED

Allow a minimum of 5mm on all edges for bleed

### GUTTER SAFETY

Headlines - 17mm each side of the gutter  
Body text - 17mm each side of the gutter

### COLOUR PROFILE

Ink Weight 300%  
FOGRA ISO PT1  
ISO PT1 300 Fogra 39L  
Download profile here  
<https://thebrag.com/media/ad-specs/rolling-stone/>

### ACCEPTED DIGITAL FILES:

- supplied as single file cmyk high res pdf (preferred) or eps tiff (accepted)
- DPS need to be supplied as single pages with 5mm bleed on all edges
- all fonts outlined/embedded
- all digital advertising files should be prepared for process colour (cmyk) separations
- no pms colours, no RGB, LAB colours
- one ad per file only
- files must be composite (all colors on one page)
- ad orientation: right reading, portrait mode (no rotations), 100% (actual size)
- No trim or bleed marks and no registration colour
- all trapping and overprints must be included in file
- all images must be 300dpi

### PROOF GUIDELINES

If an ad must be colour matched proofs need to be created and printed using our outlined colour profile found here  
<https://thebrag.com/media/ad-specs/rolling-stone/>

WIDTH X HEIGHT (mm)

### DOUBLE PAGE SPREAD

490 x 297

### FULL PAGE

245 x 297

### 1/2 PAGE HORIZONTAL

207 X 127

### 1/3 PAGE VERTICAL

62 X 265

### ALL FILES SHOULD BE LABELED WITH:

1. ADVERTISER/CLIENT
2. BOOKING NUMBER
3. SIZE OF AD (DPS, FP, HPH, TPV)  
DOUBLE PAGE SPREAD, FULL PAGE,  
HALF PAGE HORIZONTAL, THIRD PAGE VERTICAL
4. PLACEMENT OF AD (LHS, RHS)  
LEFT HAND SIDE OR RIGHT HAND SIDE

### REVISION FILE NAMES:

Any revised pages (revisions) must contain \_R at the end of the file name plus the revision number. E.g. \_R1 for the first revision, \_R2 for the second revision and so on.

### UPLOAD DIGITAL FILES USING OUR PORTAL

<https://thebragmedia.wetransfer.com>

### ALL OTHER QUESTIONS AND INQUIRIES

[daniel.boukata@thebrag.media](mailto:daniel.boukata@thebrag.media)

### PLEASE SHIP PROOFS TO

**Ovato Print** Attn: Kurt Sorensen  
8 Priddle St, Warwick Farm NSW 2170

### ADDITIONAL INFORMATION

<https://thebrag.com/media/ad-specs/rolling-stone/>