

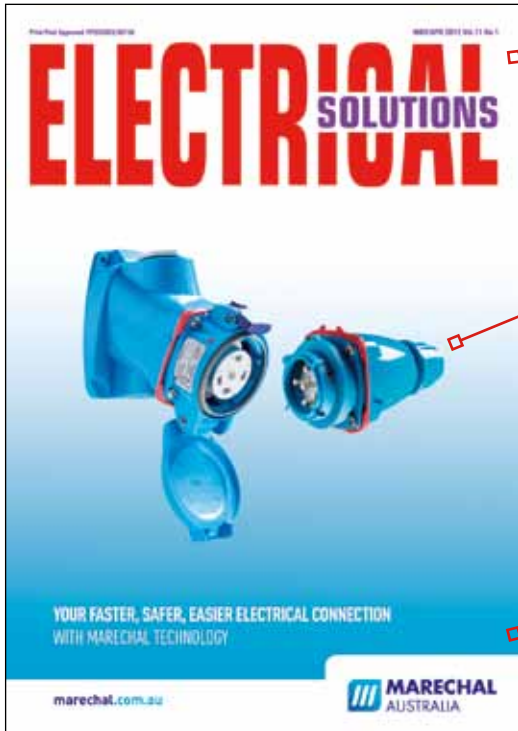
MATERIAL SPECIFICATIONS: YOUR FRONT COVER & COVER STORY PACKAGE

Westwick-Farrow Media has developed these requirements to help you achieve maximum results from your investment in a front cover.

To maintain market credibility and a quality, product-oriented feel to all Westwick-Farrow magazines, it is important that these requirements are followed as you prepare the subject, design and content for your cover.

Our magazines focus on new products relevant to the industry. Covers and cover stories which highlight an interesting new product have consistently been found to enhance the professional credibility of your company and generate the most reader impact.

SAMPLE



MASTHEAD AREA

This area is reserved by the publication.
75mm H x 210mm W (trim)

PRODUCT IMAGE(S)

Covers are NOT advertisements

The most successful covers focus reader attention on a product or product range.

Integrity is maintained by avoiding the treatment of the cover as an advertisement.

The cover cannot be a repeat of an advertisement or cover we have previously run. A product illustration must be part of the overall design.

TAGLINE + LOGO

Maximum of 12 words and one or two logos, placed no higher than halfway from the bottom of the page.

Total image area: 222mm H x 210mm W (trim)

FREE DESIGN SERVICE ...

Westwick-Farrow Media offers a free service by professional designers for our covers. A high-resolution digital image file, a logo and a few words of copy are all we require. A PDF proof will be sent to you for approval.

- If you are having an agency or in-house person design the cover, they must adhere to the requirements. It is important that they also read this information.
- Please send a proof/mock-up of your design before spending too much time or money. Early receipt of material lessens the possibility of rejection.
- If you are unsure as to the suitability of material, please contact our Production Manager or your Account Executive.



200 WORD COVER STORY + REPRODUCTION OF YOUR COVER

- Premium position
- Showcase your product or product range features and benefits
- No company/corporate profiling

Your story should be emailed to the Editor in Word format to es@westwick-farrow.com.au

COMPANY + URL

Cover artwork can be supplied as a press-ready PDF or any of the acceptable formats listed on www.westwick-farrow.com.au/pages/material_specs.asp

If you are unsure of anything, please give us a call.

Enquiries:
Contact the Production Manager or Editor on +61 (2) 9487 2700.