

Front Cover Requirements

Covers are NOT advertisements!

The most successful covers have been those that focus reader attention on a product linked to a corporate identity.

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



Shown: example of a cover that meets the criteria.

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

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 colour digital (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.

Requirements

- Our magazines focus on *new products* relevant to the industry. Covers and cover stories, which highlight an interesting new product that has not featured in the magazine previously, have consistently been found to enhance the professional credibility of the company and generate the *most reader enquiries*.
- The cover *cannot* be a repeat of an advertisement or cover we have previously run. A product illustration *must* be part of the over-all design.
- A short line of text, up to a maximum of 12 words, can be used. Maximum font size can be 22 pt, but this will be reduced if the full 12 words are used.
- A company logo can be used.
- To allow for the masthead and feature listings, all logos and text should be on the *bottom third* of the page. Consideration for the masthead and listing possibly obscuring an important part of the product should be given. These items are added by our designers, and requests for sympathetic colours to be used will be given consideration.

Cover Material Accepted:

Digitally supplied material:

IBM Formatted (preferred):Hardware: CD, DVD

Software: Acrobat 8, Adobe Pagemaker 7, Adobe Photoshop CS3, Adobe Illustrator CS3, InDesign CS3

MAC Formatted: Hardware: CD, DVD

Software: Adobe Photoshop CS3, Adobe Illustrator CS3, InDesign CS3

All digital material must be CMYK, 300 dpi or higher & accompanied by all linked files, postscript fonts and a proof.

Cover Material Not Accepted:

Film, Microsoft Publisher, Freehand, CorelDraw Word or Powerpoint files, True Type fonts or low resolution images.

Material Size	Width - mm	Depth - mm
Full Page Trim	210	297
Full Page Bleed	220	307
Full Page (image area)	200	287

Cover Story Requirements



An important element of the cover is the Cover Story, which is on the contents page at the beginning of the magazine.

The client is responsible for providing a story. The story can contain 200 words, should be product oriented and relevant to the cover image. It must not be a corporate profile, be in the form of an interview nor contain quotes. News and personal details are also inappropriate.

The most successful stories are about a new product or closely related range of products - outlining the item's features, benefits and applications.

As editorial, the story is subject to amendment or alteration to comply with these requirements and magazine style. However, we are here to help you make the most of your cover investment. We are happy to collaborate with you on your cover story or to help with further explanation of our requirements. Early submissions of a first draft of your article will give us both the time to ensure the success of your cover investment.

Material can be accepted in Word format, and should be emailed to the Editor at: ss@westwick-farrow.com.au

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

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