

DIGITAL AND PRINT SPECIFICATIONS

www.whiskymag.com.au

PRINT SPECIFICATIONS



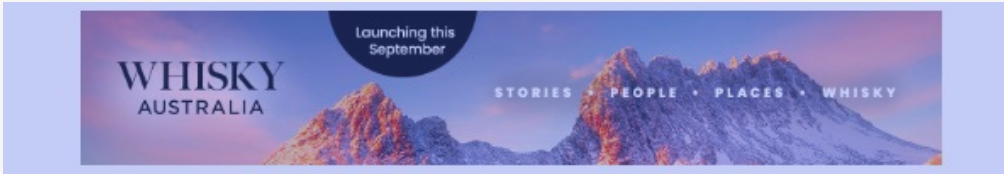
Advertisement	Finished artwork / trim	Supplied size including bleed
Outside back cover	215 × 285 mm	221 × 291 mm
Inside front cover	215 × 285 mm	221 × 291 mm
Inside back cover	215 × 285 mm	221 × 291 mm
Full page – main magazine	215 × 285 mm	221 × 291 mm
Double-page spread	430 × 285 mm	436 × 291 mm
Half page – horizontal	190 × 132 mm	No bleed
Half page – vertical	92.5 × 250 mm	No bleed
Quarter page	92.5 × 125 mm	No bleed

Sponsorship format	Recommended artwork size	Bleed / notes
Vertical sponsorship strip	60 × 285 mm trim	66 × 291 mm including bleed
Horizontal sponsorship unit	190 × 60 mm	No bleed
Tastings-section sponsorship panel	92.5 × 123 mm	No bleed

Artwork requirements

- Bleed: 3 mm on every outer edge
- Safe area: keep important text and logos at least 10 mm inside trim
- Binding allowance: keep important content at least 12–15 mm from the spine
- Resolution: 300 ppi at final reproduction size
- Colour: CMYK
- File format: print-ready PDF, one advertisement per file
- Fonts: embedded or converted to outlines
- Minimum effective resolution:
 - Colour and greyscale images: 300 ppi
 - Line art: 1,200 ppi
- All artwork to be emailed through to sasha@whiskymag.com.au

DIGITAL SPECIFICATIONS

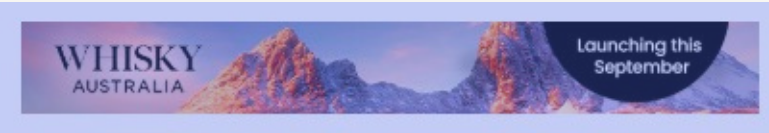


HOME PAGE - TOP BANNER

- Image size: 1400px × 250px (landscape leaderboard)

IN ARTICLE - BANNER

- Image size: 728px × 90px (landscape)



Lark Mizunara Oak Rare Cask (Batch 4) is available at an RRP of \$1,000
Another impressive whisky performance from Melbourne Royal was Lark Distillery, which claimed four of the 20 whisky Gold Medals.



IN ARTICLE- TOWER AD

- Image size: 300px × 600px (portrait)

NEW RELEASES

SEE ALL



LARK goes dark with bold new winter release
LARK Distilling Co. has unveiled the sixth release of its annual DARK LARK series, introducing its boldest expression yet.

VISIT

SEE ALL



Fairways and Drams
The 19th hole has never been more refined. Golf and whisky share ancient Scottish DNA, both demand patience, precision, and an appreciation for wild,...

MEET

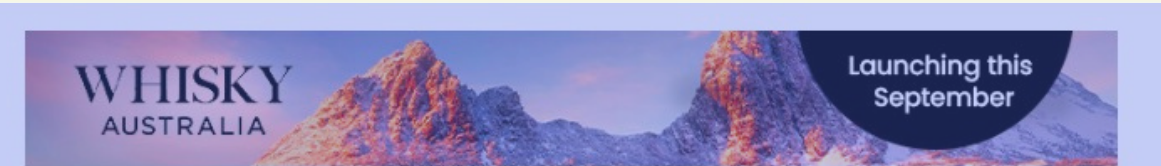
SEE ALL



Bottling light and dark with whisky's 'mad scientist' - Dr Bill Lumsden
If he wasn't already the 'mad scientist of whisky', Dr Bill Lumsden would likely be the rockstar of Scotch. Only unlike most of the bands composing hits 30 years ago, th...

HOME PAGE - INLINE BANNER

- Image size: 728px × 90px (landscape)



DIGITAL ARTWORK SPECIFICATIONS

- File format: JPG only
- Colour profile: RGB / sRGB
- Resolution: Supply at the exact pixel dimensions specified
- DPI: 72–96 DPI recommended; higher DPI does not improve screen quality
- Maximum file size: 500 KB per advertisement
- Destination URL: Supply one working URL link
- Artwork to be emailed through to sasha@whiskymag.com.au



WHISKY AUSTRALIA

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