

DIGITAL AND PRINT SPECIFICATIONS

www.whiskymag.com.au

PRINT SPECIFICATIONS



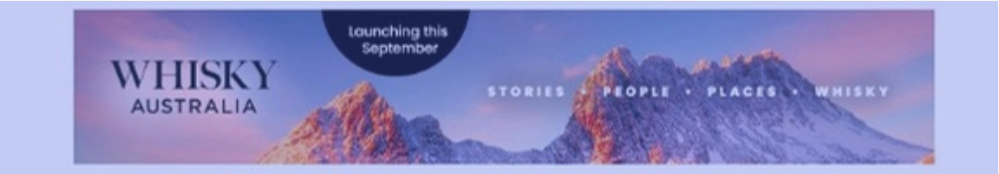
Advertisement	Finished artwork / trim	Supplied size including bleed
Outside back cover	210 × 297 mm	216 × 303 mm
Inside front cover	210 × 297 mm	216 × 303 mm
Inside back cover	210 × 297 mm	216 × 303 mm
Full page – main magazine	210 × 297 mm	216 × 303 mm
Double-page spread	420 × 297 mm	426 × 303 mm
Half page – horizontal	190 × 136 mm	No bleed
Half page – vertical	92.5 × 277 mm	No bleed
Quarter page	92.5 × 136 mm	No bleed

Sponsorship format	Recommended artwork size	Bleed / notes
Vertical sponsorship strip	55 × 297 mm trim	61 × 303 mm including bleed
Horizontal sponsorship unit	190 × 60 mm	No bleed
Tastings-section sponsorship panel	92.5 × 132 mm	No bleed

Artwork requirements

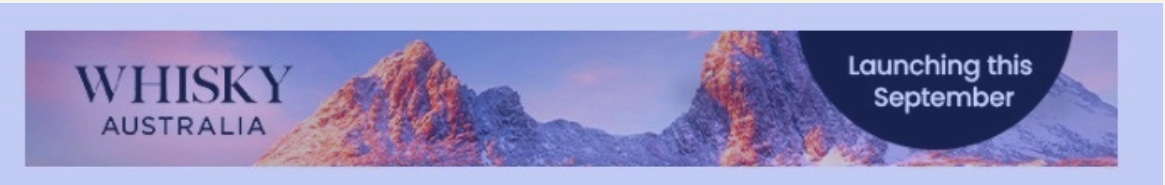
- Bleed: 3 mm on every outer edge
- Safe area: keep important text and logos at least 10 mm inside trim
- Binding allowance: keep important content at least 12–15 mm from the spine
- Resolution: 300 ppi at final reproduction size
- Colour: CMYK
- File format: print-ready PDF, one advertisement per file
- 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)



HOME PAGE - INLINE BANNER

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

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)

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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