

# PRINT AND DIGITAL AD SPECIFICATIONS

## Supplied print ads:

### Mechanical

Size: 230mm (w) x 300mm (h)

Binding: Perfect bound

Colour: CMYK

### Sizes

Full page

Trim: 230mm (w) x 300mm (h)

Bleed: 236mm (w) x 306mm (h)

Double page spread

Trim: 460mm (w) x 300mm (h)

Bleed: 466mm (w) x 306mm (h)

### Inside front cover (IFC), inside back cover (IBC) and opposing pages

Image area is reduced due to binding (see diagram). Double page spreads should be supplied as single page PDFs with 3mm bleed all round.

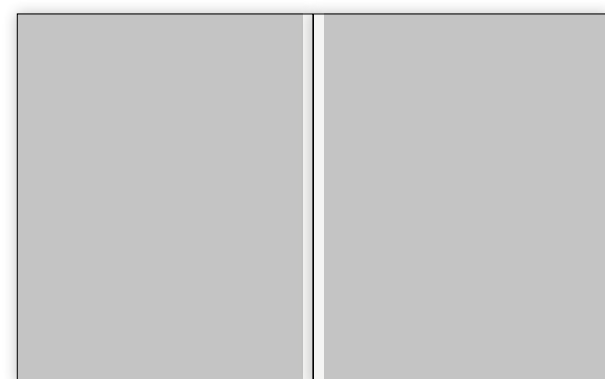
Single page image area

Trim: 224mm (w) x 300mm (h)

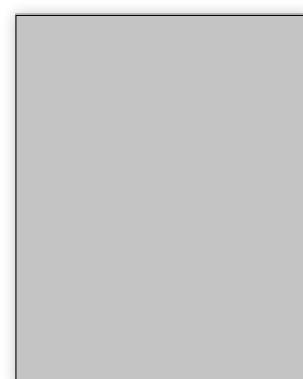
Bleed: 230mm (w) x 306mm (h)

Back cover

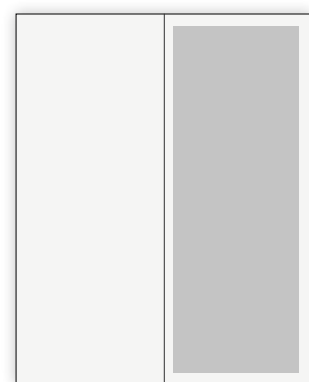
Full page portrait



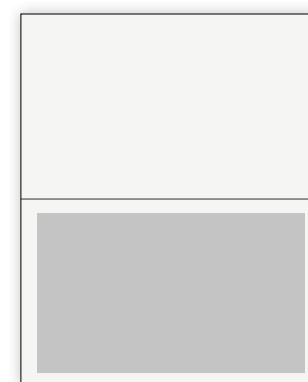
**Double page spread**  
460mm (w) x 300mm (h)  
+ 3mm bleed



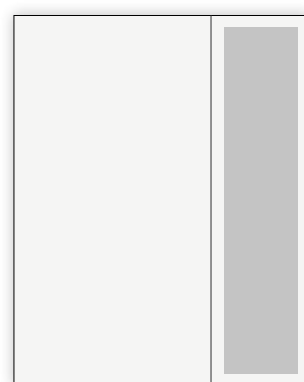
**Full page single**  
230mm (w) x 300mm (h)  
+ 3mm bleed



**Half page vertical**  
105.5mm (w) x  
288mm (h)  
+ 3mm bleed



**Half page horizontal**  
218mm (w) x 141mm (h)  
+ 3mm bleed



**Third of a page vertical**  
66mm (w) x 288mm (h)  
+ 3mm bleed

### Material format

Files should be supplied as PDFs using one of the following methods (for Mac or PC):

### Using Acrobat Distiller

- 1 Print document to file by selecting PostScript® File printer option in the print dialogue window
- 2 Select Adobe PDF or Acrobat Distiller PPD
- 3 Select an output paper size that accommodates the page trim size, including crop marks and 3mm bleed all round
- 4 Select crop marks
- 5 Select composite CMYK output
- 6 Include all fonts
- 7 Set transparency flattening options to high resolution
- 8 Save to create the PostScript® file
- 9 Launch Adobe Acrobat Distiller
- 10 Select PDF/X1a as the default job options
- 11 Drag and drop the PostScript® file into Adobe Acrobat Distiller to create the PDF

### Exporting from InDesign

- 1 From the export options, select preset PDF/X1a
- 2 Select crop marks and 3mm bleed all round
- 3 Ensure font subsetting is set to 100%
- 4 Set transparency flattener options to high resolution

### Quality : 300 dpi

**Proofs** : A colour digital proof is to be supplied with all advertising material. The Publisher accepts no responsibility for reproduction of advertising artwork where a colour digital proof has not been supplied.

## Magazine advertorials

- Completed briefing form (provided by *dish*)
- Brand logo
- Recipe / copy (if not written by *dish*)
- High-res imagery (if not shot by *dish*)
- High-res clear cut product shots (if relevant)
- URL to direct digi/print audience

## Digital:

### *dish* website features & EDM features

- Portrait hero photo (.jpg or .png)- 850x1174px
- Up to 500 words of copy
- Other images for web feature - your preferred dimensions
- All relevant URLs/tags

Maximum web/EDM image file size 2MB.

Supplied copy may be slightly altered to align with the style guidelines of *dish*. Web feature mockups will be sent to clients for feedback & approval before publishing.

### Social posts

- Images 1080x1080px (jpg or .png)
- All relevant URLs/tags

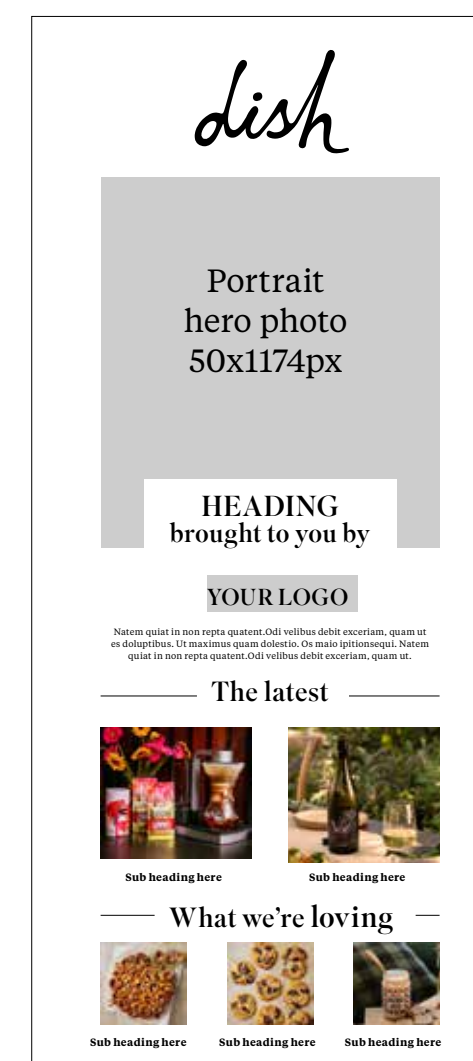
### Website advertisements

Ads for the *dish* website can be supplied as .jpg, .png or .gif files. Please also provide the URL for your ad to direct to, if not linking to content on the *dish* website.

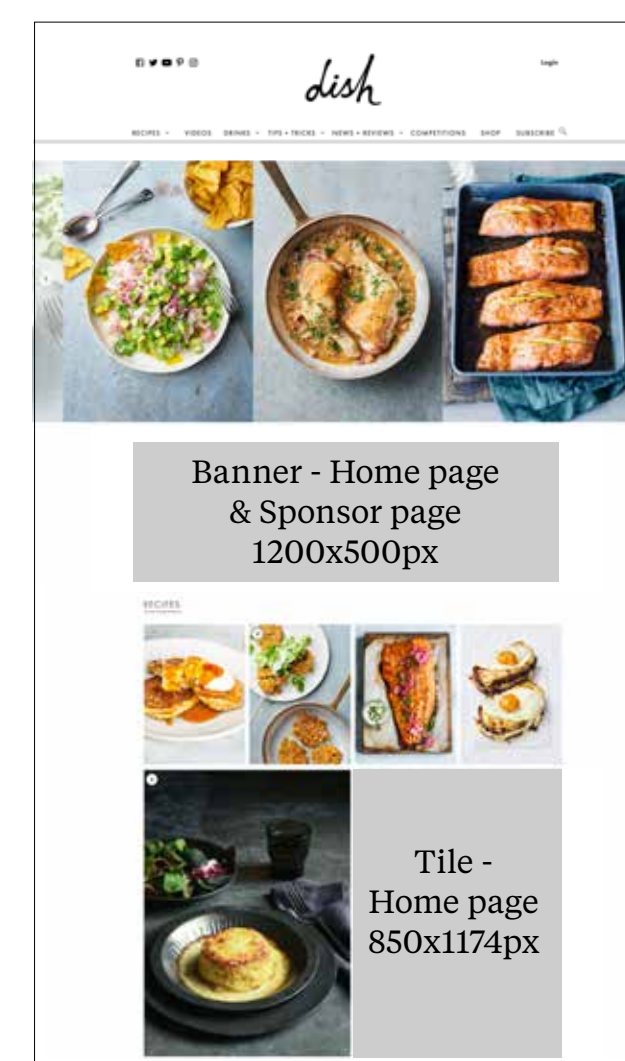
- **Banner - Home page & Sponsor page:** 1200x500px
- **Tile - Home page:** 850x1174px
- **Tile - Recipe page:** 550x600px

Maximum file size 2MB.

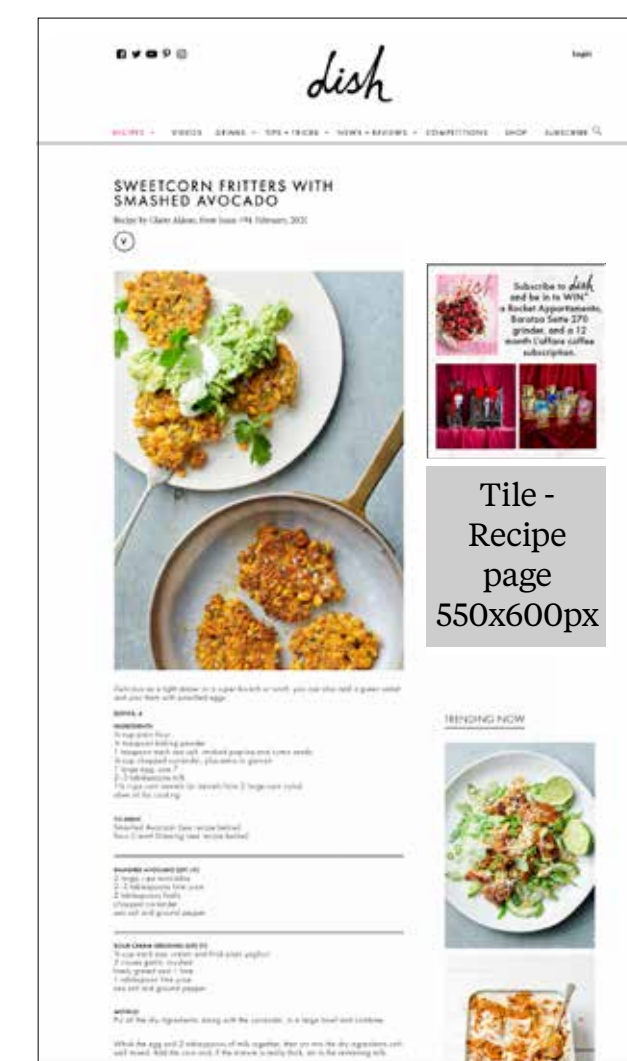
### EDM



### home page *dish* website



### Recipe page *dish* website



# KEY DATES & DEADLINES FY27

## ISSUES IN PRODUCTION :

Issue	On-sale NZ*	Booking deadline	Advertorial material deadline	Supplied ad material deadline
<b>128</b>	<b>13 July 2026</b>	8 June 2026	9 June 2026	15 June 2026
<b>129</b>	<b>7 September 2026</b>	29 July 2026	31 July 2026	6 August 2026
<b>130</b> (Christmas edition)	<b>2 November 2026</b>	25 September 2026	28 September 2026	5 October 2026

## UPCOMING ISSUES:

Issue	On-sale	Booking deadline	Advertorial material deadline	Supplied ad material deadline
<b>HOLIDAY 3</b> (Special edition)	<b>14 December 2026</b>	10 November 2026	12 November 2026	16 November 2026
<b>131</b>	<b>8 February 2027</b>	8 January 2027	8 January 2027	12 January 2027
<b>132</b>	<b>29 March 2027</b>	17 February 2027	22 February 2027	25 February 2027

\* On-sale dates for *dish* in Australia are currently 4 weeks after on-sale in NZ. This timing may be subject to change.