PRINT AND DIGITAL AD SPECIFICATIONS

Supplied print ads:

Mechanical
Size: 230mm (w) x 300mm (h)
Binding: Perfect bound
Colour: CMYK

Sizes

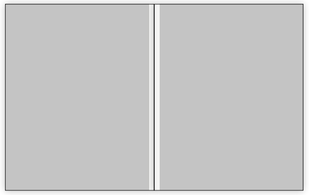
Full page
Trim: 230mm (w) x 300mm (h)
Bleed: 236mm (w) x 306mm (h)

Double page spread
Trim: 460mm (w) x 300mm (h)
Bleed: 466mm (w) x 306mm (h)

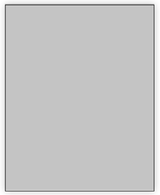
Inside front cover (IFC), inside back cover (IBC) and opposing pages
Image area is reduced due to binding (see diagram). Double page spreads should be supplied as single page PDFs with 3mm bleed all round.

Single page image area
Trim: 224mm (w) x 300mm (h)
Bleed: 230mm (w) x 306mm (h)

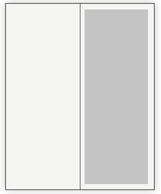
Back cover
Full page portrait



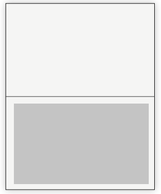
Double page spread
460mm (w) x 300mm (h)
+ 3mm bleed



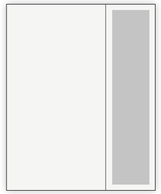
Full page single
230mm (w) x 300mm (h)
+ 3mm bleed



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

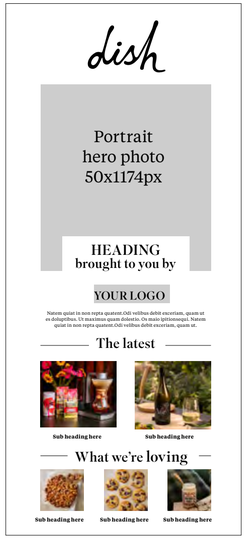
Website advertisements

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.

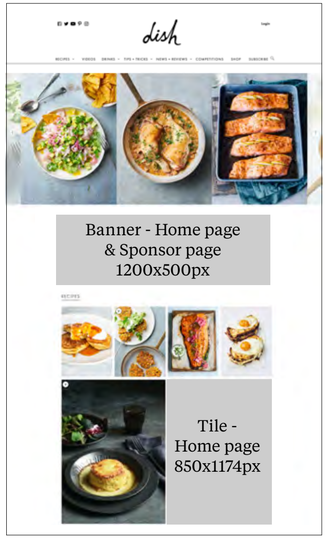
- **Banner - Home page & Sponsor page:** 1200x500px
- **Tile - Home page:** 850x1174px
- **Tile - Recipe page:** 550x600px

Maximum file size 2MB.

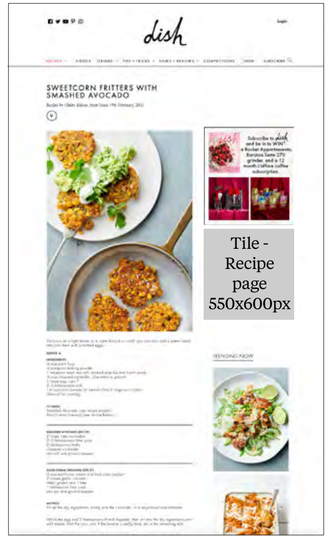
EDM



home page *dish* website



Recipe page *dish* website



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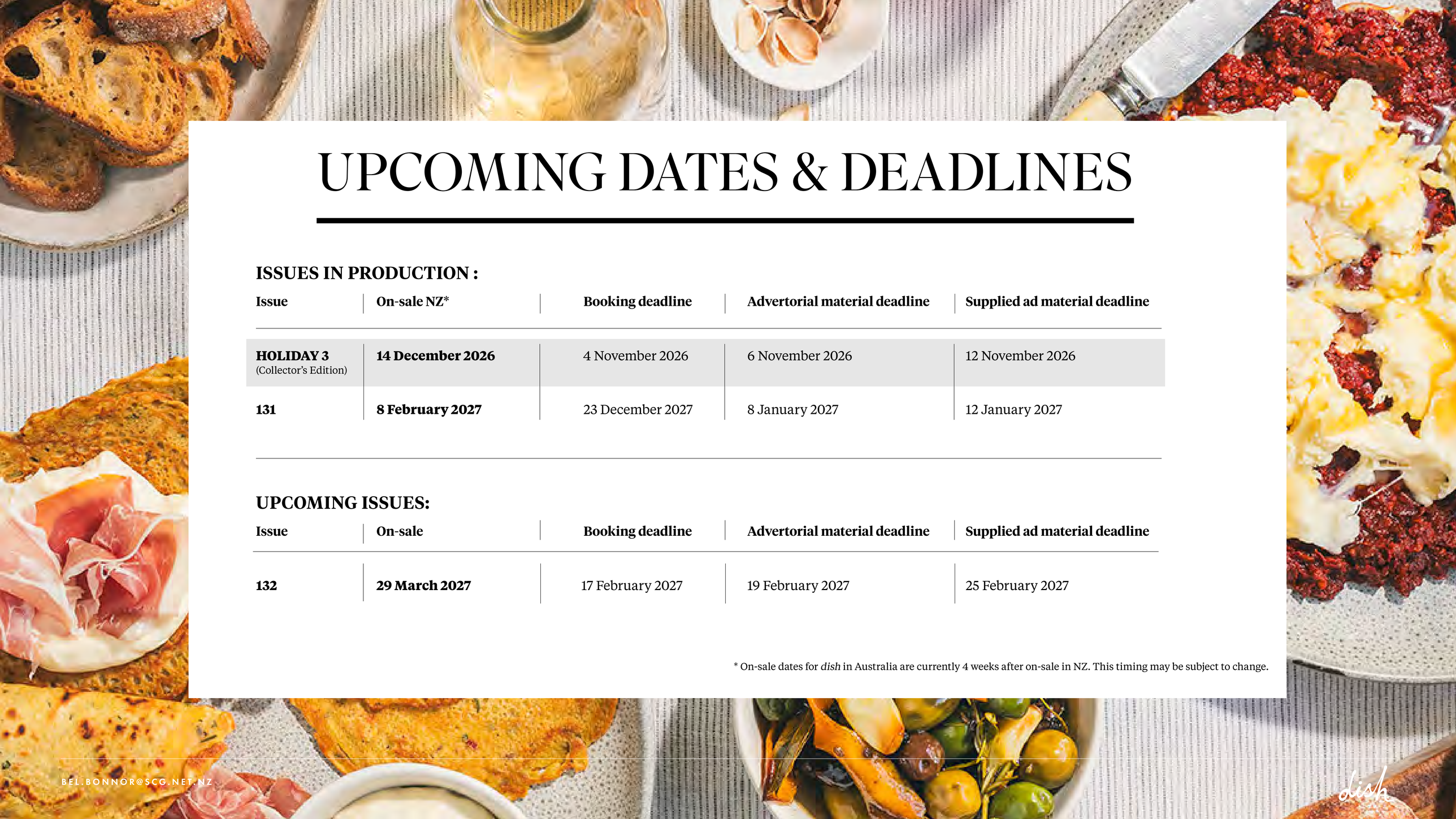

UPCOMING DATES & DEADLINES

ISSUES IN PRODUCTION :

Issue	On-sale NZ*	Booking deadline	Advertorial material deadline	Supplied ad material deadline
HOLIDAY 3 (Collector's Edition)	**14 December 2026**	4 November 2026	6 November 2026	12 November 2026
131	**8 February 2027**	23 December 2027	8 January 2027	12 January 2027

UPCOMING ISSUES:

Issue	On-sale	Booking deadline	Advertorial material deadline	Supplied ad material deadline
132	**29 March 2027**	17 February 2027	19 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.

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