

defign.TM

DEF
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ARCHIT

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DEFINING
NEW ZEALAND
ARCHITECTURAL
DESIGN

defign.co.nz

Media
Kit
2019

The annual publication of Architectural Designers New Zealand, Defign™ is award winning architectural design, clever creative concepts and contemporary style in a league of its own.

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01

Defign is read by designers, creators and consumers with an appetite and passion for the best of New Zealand design. It adorns coffee tables, bookshelves, offices and cafes as a design reference and will continue to do so for many years to come. Reflecting the superior quality of its content, Defign prides itself on its high-level production values that offer readers the ultimate visual and tactile sensory experience.

Defign is distributed to a range of designers and architects via the ADNZ database and other networks. We also distribute nationally to retail outlets via Gordon & Gotch.

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DISTRIBUTION

PUBLISHED

SINCE

10,000
Annually
2013

Size

280mm X 220mm PORTRAIT

Pages

144pp + COVER

Cover

300gsm ADVANCE LASER (UNCOATED)

Text

100gsm ADVANCE LASER (UNCOATED)

Binding

PERFECT BOUND

Colour

4-COLOUR PROCESS

Printing

SHEETFED OFFSET



Enquiries:

ADVERTISING

ADNZ Sales & Marketing:

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03 358 0112

ARTWORK

Editor:

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All final artwork to be sent
by email or dropbox to:
peter@ariesdesign.co.nz

PROOFS

Courier to:

Aries Design
7 Appian Lane
Sumner
Christchurch 8081

STATS

02
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DOUBLE PAGE (DPS)

\$7,000

FULL PAGE (FP)

\$3,900

1/2 PAGE (Horizontal / Vertical)

\$2,200

OUTSIDE BACK COVER

\$4,875

INSIDE FRONT COVER

\$4,680

INSIDE BACK COVER

\$4,485

OTHER PREFERRED POSITIONS

+ 10%

PRICES ARE GST EXCLUSIVE

RATES



DATES

Booking Deadline:

30 August 2019

Material Deadline:

13 September 2019

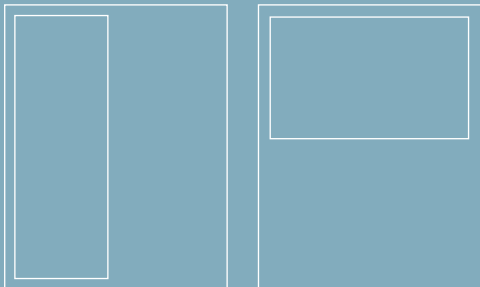
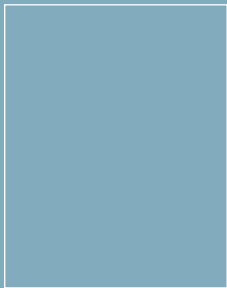
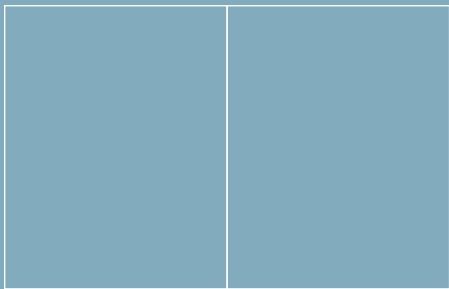
On Sale:

21 October 2019

Loose Inserts

Pricing for loose inserts will be priced on application. We will require details of size and weight and if possible a sample.

03
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Half Page V or H

Half page ads, whether vertical or horizontal are strictly **NON-BLEED**. This means files are to be supplied to the sizes indicated below without any additional bleed added.

Please see the following pages for full artwork specifications.

SIZES

	NON-BLEED (W x H)	BLEED (W x H)	TRIM (W x H)
DPS	415mm x 255mm	446mm x 286mm	440mm x 280mm
FULL PAGE	195mm x 255mm	226mm x 286mm	220mm x 280mm
1/2 PAGE - V	91mm x 255mm	N/A	N/A
1/2 PAGE - H	195mm x 121mm	N/A	N/A

AD MATERIAL SPECIFICATION

ARTWORK

- File must be supplied as a PDF/X-1a:2001 file which is compatible with Acrobat 4 / PDF 1.3.
- All elements must be **CMYK**. RGB or spot colours will not be accepted.
- Images should have an effective resolution of 300dpi and **EMBEDDED** in the document. Images should be EPS or TIF. No JPEGs.
- Trim size must be correct according to the specifications outlined in this document.
- PDF is to include 3mm bleed (where applicable) but **NO TRIM MARKS, NO COLOUR BARS OR PRINTERS MARKS**

DIGITAL PROOF

A compliant digital proof is to be supplied with your file. If this is not supplied we will not be held responsible for the colour accuracy of your ad. A compliant digital proof will be based on the international printing standard ISO 12647-2 and incorporate the ISO 12647-7 tolerances for proofing quality control.

S
P
E
C
S

COLOUR

CMYK - NO RGB/SPOT COLOURS

TRIMS

NO TRIM / CROP MARKS

FONTS

ALL FONTS CONVERTED TO PATHS

RESOLUTION

300dpi IMAGES - NO JPEGs

DOUBLE-PAGE (DPS)

NON-BLEED

415mm x 255mm

BLEED

446mm x 286mm

TRIM

- File must be supplied as a PDF/X-1a:2001 file which is compatible with Acrobat 4 / PDF 1.3. If profile is embedded in doc please ensure it is uncoated FOGRA29.
- **All fonts MUST be converted to paths.**
File will be rejected and returned if fonts are not converted to paths.
- All elements must be **CMYK**. RGB or spot colours will not be accepted.
- Images should have an effective resolution of 300dpi and **EMBEDDED** in the document.
- Trim size must be correct according to the specifications outlined above.
- PDF is to include **3MM BLEED** (where applicable) but **NO TRIM MARKS.**
NO COLOUR BARS OR PRINTERS MARKS.
- A compliant digital proof is to be supplied with your file. If this is not supplied we will not be held responsible for the colour accuracy of your ad. A compliant digital proof will be based on the international printing standard ISO 12647-2 and incorporate the ISO 12647-7 tolerances for proofing quality control.

DOUBLE-PAGE ADS IN PERFECT BOUND MAGAZINES:

Type must be designed to clear the spine by a minimum of 10mm each side of the spine (total 20mm) due to this space being optically lost in the spine of the magazine and therefore must be in addition to any word or letter space already present. Any critical image cross over should be double-imaged by 3mm each side of the centre and incorporated into the overall image of each page. It is to be included within the trim – not additional to the trim size, i.e. the spread will carry a 6mm common image through the centre. We cannot take responsibility for any optical loss of an image in the gutter of a DPS without the supply of a double-imaged PDF file and accompanied digital proof.

DPS advertisements are required to be separated into Left and Right hand pages, ONE PDF PER PAGE. Single page DPS spreads or multipage PDFs will not be accepted.

Suppliers of digital advertising are responsible for checking the quality and integrity of their files before submission.

We will only accept digital files that meet the above requirements. Files that do not meet these requirements will be returned for correction.

DOUBLE-PAGE (DPS)

NON-BLEED

415mm x 255mm

BLEED

446mm x 286mm

TRIM

440mm x 280mm

- 2 x SINGLE PDFs, ONE FOR EACH PAGE, WITH BLEED.
- NO TRIM MARKS.
- NO PRINTERS MARKS.
- NO COLOUR BARS.
- ALL FONTS CONVERTED TO PATHS



TYPE CLEAR ZONE



3mm BLEED



TRIM



FULL PAGE

NON-BLEED

195mm x 255mm

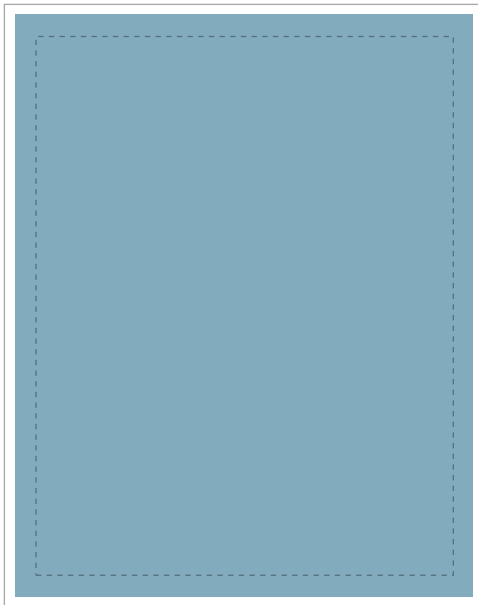
BLEED

226mm x 286mm

TRIM

220mm x 280mm

- NO TRIM MARKS.
- NO PRINTERS MARKS.
- NO COLOUR BARS.
- ALL FONTS CONVERTED TO PATHS



NON-BLEED 

3mm BLEED 

TRIM 

- File must be supplied as a PDF/X-1a:2001 file which is compatible with Acrobat 4 / PDF 1.3. If profile is embedded in doc please ensure it is uncoated FOGRA29.

- All fonts **MUST** be converted to **paths**. File will be rejected and returned if fonts are not converted to paths.

- All elements must be **CMYK**. RGB or spot colours will not be accepted.

- Images should have an effective resolution of 300dpi and **EMBEDDED** in the document.

- Trim size must be correct according to the specifications outlined above.

- PDF is to include **3MM BLEED** (where applicable) but **NO TRIM MARKS, NO COLOUR BARS OR PRINTERS MARKS.**

- A compliant digital proof is to be supplied with your file. If this is not supplied we will not be held responsible for the colour accuracy of your ad. A compliant digital proof will be based on the international printing standard ISO 12647-2 and incorporate the ISO 12647-7 tolerances for proofing quality control.

1/2 PAGE

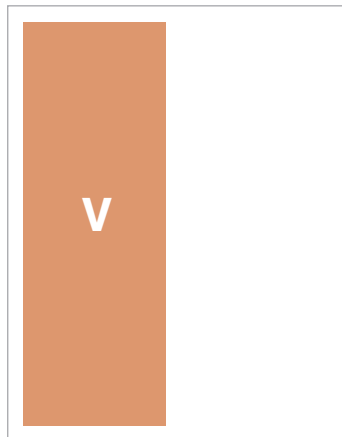
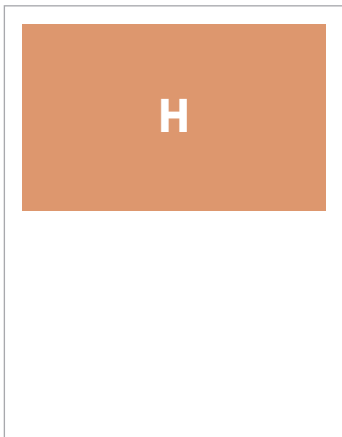
HORIZONTAL

195mm x 121mm

VERTICAL

91mm x 255mm

- NON-BLEED ONLY.
- NO TRIM MARKS.
- NO PRINTERS MARKS.
- NO COLOUR BARS.
- ALL FONTS CONVERTED TO PATHS



- File must be supplied as a PDF/X-1a:2001 file which is compatible with Acrobat 4 / PDF 1.3. If profile is embedded in doc please ensure it is uncoated FOGRA29.
- **All fonts MUST be converted to paths.**
File will be rejected and returned if fonts are not converted to paths.
- All elements must be **CMYK**. RGB or spot colours will not be accepted.
- Images should have an effective resolution of 300dpi and **EMBEDDED** in the document.
- Ad size must be correct according to the specifications outlined above.
- PDF is to have **NO BLEED** and **NO TRIM MARKS, NO COLOUR BARS OR PRINTERS MARKS.**
- A compliant digital proof is to be supplied with your file. If this is not supplied we will not be held responsible for the colour accuracy ,of your ad. A compliant digital proof will be based on the international printing standard ISO 12647-2 and incorporate the ISO 12647-7 tolerances for proofing quality control.