

developers

digest

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Since its inception, *Developers Digest* magazine has become an indispensable tool for those involved in the New South Wales urban development industry.

As the Urban Development Institute of Australia (UDIA) New South Wales' official publication, *Developers Digest* provides the latest coverage on news and issues affecting the industry, as well as featuring the state's newest developments and events. This high quality content coupled with our clean and modern design enables *Developers Digest* to deliver the whole package to both our readers and advertisers.

Developers Digest reaches the top tier of the industry, including developers, engineers, government departments, financiers and consultants. It is a unique market position for advertisers to take advantage of.

With a distribution of over 1750 magazines going straight into the hands of the urban development industry's decision makers, can you afford not to be seen in *Developers Digest*?

"The UDIA NSW *Developers Digest* is a great way to keep on top of development industry specific news, trends, and policies as well as staying aware of the latest products and services which might be utilised on our client's projects. The urban development industry is ever changing and reading the *Digest* is a quick and easy reference which cuts to the core of policy and current events."

- Paul Irwin, Senior Engineer, Beca

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ad rates 2011

All prices are per issue

Full colour	casual	4 issues
Double page spread	\$3,153	\$2,837
Full page	\$1,729	\$1,556
Half page	\$1,162	\$1,045
Third page	\$964	\$868
Quarter page	\$756	\$680

All prices exclude GST.

Mono price is 70% of full colour ratecard price.

Preferred Position	casual	4 issues
Gatefold (4 pages)	\$4,790	\$4,322
Outside back cover	\$2,026	\$1,823
Inside front cover	\$1,877	\$1,689
Other preferred positions	+ 10%	

All prices exclude GST.

Inserts	casual
Maximum size for inserts: 210mm wide x 297mm high.	
One page (2 sides)	\$1,542
Two page (4 sides)	\$1,958

All prices exclude GST.

deadlines

Issue	Deadline
Issue 1	Jan 31
Issue 2	Mar 30
Issue 3	July 13
Issue 4	Oct 13



“The *Developers Digest* is important to people in the industry as information on projects, legislation, new initiatives and policy can be invaluable. When reading many of the wide range of articles that the *Digest* has printed, even small snippets of information, has enabled our company to keep abreast of what’s going on. An excellent publication, well worth reading.”

- Jeff Trevarthan, National Specifications Manager, CSR Panel Systems

“*Developers Digest* provides Don Fox Planning with the opportunity to direct our advertising at some of our most important clients.”

- Roger Gain, Don Fox Planning





specifications

The Magazine Publishing Company accepts both Mac and PC formatted files.

We accept the following:

- **PDFs** must be press optimised not print optimised
- **TIFF** or **JPEG** (300dpi)
- **EPS** If your eps contains type make sure you convert all type to outlines.

We prefer not to accept the following:

InDesign, Illustrator, Photoshop, CorelDraw. This is because many times the files are missing fonts and links that we do not have installed onto our computers. These files can only be supplied if they are packaged with all the fonts and links in the document.

We do not accept the following:

Excel, Freehand, Pagemaker, Publisher and Powerpoint files CANNOT BE ACCEPTED! Word document files can be accepted for TEXT ONLY.

Colours:

CMYK only (do not supply files with RGB, LAB or Pantone colours).

It is recommended that all black type be made up using process black only, not four colours.

Resolution:

300dpi at 100% print size.

Bleed:

For full page and double page spread advertisements please allow at least 5mm bleed on all sides. All other size ads do not need to be supplied with bleed.

Delivery of material:

- Files can be emailed – please note that we can accept files up to 6MB. PC files compressed using Winzip are acceptable.
- Any files larger than 6MB must be burned to CD or DVD – All CDs and DVDs must be clearly labelled and should be accompanied by a colour proof for our colour proofing process.

If you have queries please contact the TMPC production department on 07 3866 0000 or email us at art@tmpc.com.au.

ad sizes

DOUBLE PAGE SPREAD

Trim size: H 297mm x W 420mm
+ add 5mm bleed
around entire ad
(Keep type & logos at least 10mm in from trim)



FULL PAGE

Trim size: H 297mm x W 210mm
+ add 5mm bleed
around entire ad
(Keep type & logos at least 10mm in from trim)



HALF PAGE HORIZONTAL

Size: H 130mm x W 184mm
no bleed required



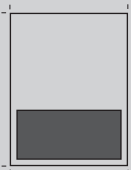
HALF PAGE VERTICAL

Size: H 275mm x W 90mm
no bleed required



THIRD PAGE HORIZONTAL

Size: H 85mm x W 184mm
no bleed required



THIRD PAGE VERTICAL

Size: H 275mm x W 60mm
no bleed required



QUARTER PAGE HORIZONTAL

Size: H 65mm x W 184mm
no bleed required



QUARTER PAGE VERTICAL

Size: H 130mm x W 90mm
no bleed required





contact

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