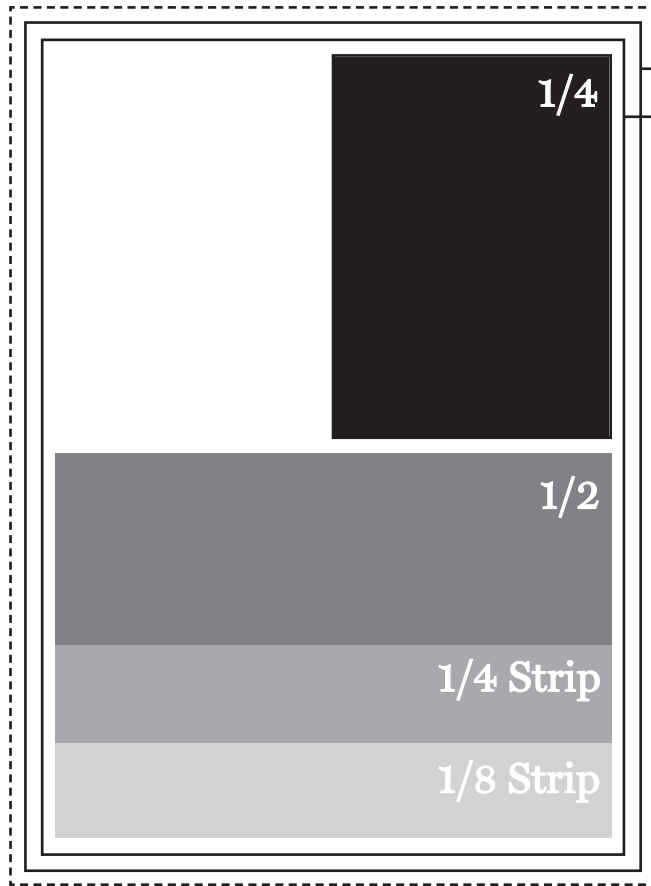


# Mechanical Data

## How to supply artwork and advertising for The Lawyer Magazine: **Dimensions**

**Dimensions**  
Mechanical Data



BLEED  
TRIM  
TYPE AREA

ALL DIMENSIONS ARE IN THE FOLLOWING  
FORMAT: WIDTH x HEIGHT

width x height

FULL PAGE (type area) 230mm x 310mm

TRIM SIZE  
FULL PAGE\* 247mm x 345mm  
DPS\* 494mm x 345mm

\* BLEED (Full page and double page spreads only):  
Add 3mm on to each side

PLEASE DO NOT SUPPLY ANY OF THE FOLLOWING  
ADVERT SIZES WITH BLEED.

width x height

HALF PAGE (horizontal) 230mm x 154mm  
QUARTER PAGE 113mm x 154mm  
QUARTER PAGE strip 230mm x 70mm  
EIGHTH PAGE strip 230mm x 35mm

Online  
Page Impressions  
**2,309,544**  
Unique Users  
**249,750**



Print  
**100% REQUESTED**  
Circulation  
**23,669\***



Including  
**6,067** in-house lawyers  
**6,882** partners

\* 23,669 Average Net  
Circulation per week  
(ABC, 1 Jul 2009 - 30 Jun 2010)  
6,067 in-house counsel  
6,882 partners (including  
senior & managing partner)

## Mechanical Data

How to supply artwork for The Lawyer Magazine: **Mechanical Data**

### Dimensions Mechanical Data

**PLEASE EMAIL ALL ARTWORK AS HIGH RESOLUTION PRESS READY CMYK PDFs\*.**

IF AVAILABLE PLEASE CREATE THE PDF USING THE 'PDF/X-1a' SETTING. PLEASE **DO NOT** SUPPLY ANY PDF WHICH IS **HIGHER THAN PDF VERSION 1.3.**

\* 'pass4press' is the PPA official guidelines for creating and supplying PDFs within the printing industry. If you require further details for all these guidelines please visit: [www.pass4press.com](http://www.pass4press.com)

**Copy deadline is 12 noon on the THURSDAY  
preceeding the issue date**



The Lawyer accepts no responsibility for PDFs supplied after the deadline which encounter problems due to having been supplied incorrectly (eg. containing low resolution images or RGB colours).

Send all artwork to [production@thelawyer.com](mailto:production@thelawyer.com) (email size limit 10MB)

If file sizes exceed the email limit please either send the download codes to retrieve the artwork from your own webspace or use 'www.yousendit.com'. Alternatively you can send the artwork to [productionlawyer@gmail.com](mailto:productionlawyer@gmail.com) and notify [production@thelawyer.com](mailto:production@thelawyer.com) that you are doing so.

### Checklist:

- Correct dimensions
- PDF Version 1.3 max
- PDF/X-1a setting
- CMYK colour mode
- 300 DPI resolution min
- Deadline Thursday 12pm
- [production@thelawyer.com](mailto:production@thelawyer.com)