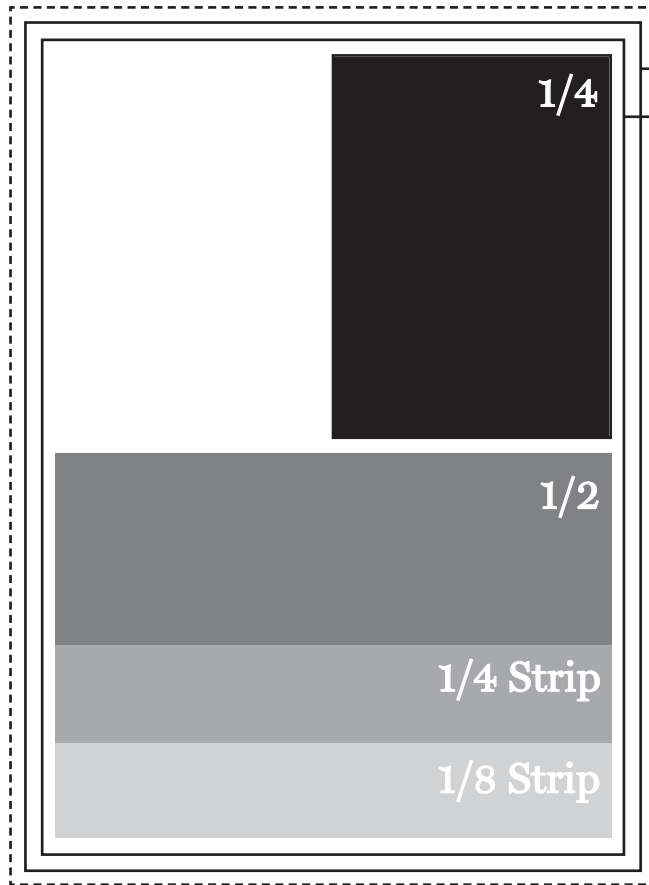


Mechanical Data

How to supply artwork and advertising for The Lawyer Magazine and Supplements: 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)	204mm x 280mm
DOUBLE PAGE (type area)	430mm x 280mm

TRIM SIZE	
FULL PAGE*	225mm x 300mm
DPS*	450mm x 300mm

* 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)	204mm x 135mm
QUARTER PAGE	100mm x 135mm
QUARTER PAGE strip	204mm x 62mm
EIGHTH PAGE strip	204mm x 31mm

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



Print
100% REQUESTED
Circulation
22,645*



Including
5,965 in-house lawyers
6,761 partners

* 22,645 Average Net
Circulation per week
(ABC, 1 Jul 2010 - 30 Jun 2011)
5,965 in-house counsel
6,761 partners (including
senior & managing partner)

Mechanical Data

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

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

**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 (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 and notify 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