

ENVIRON



Environmentally sustainable design is now part of the mainstream. *Environ* covers every aspect of this as it evolves to meet the needs of the built environment.

MEDIA KIT 2008 | REED BUSINESS INFORMATION

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Magazine profile

Environ - Australia's first magazine focusing exclusively on sustainability and the built environment. Now, as environmentally sustainable development becomes a core aspect of building, *Environ* continues to cover all aspects of what specifiers need to know to keep abreast of this ever changing field.

The Sustainability Awards program has become part of the *Environ* brand, further enhancing the magazine's position as the only relevant B2B magazine in the field of environmental design and construction.

From innovative new products and exemplary designs to regulatory requirements and technological breakthroughs, *Environ* is on top of the crucial issues.

With over 30,000 readers, including architects, building designers, builders and developers & consumers – *Environ* is the ideal way for manufacturers and distributors to talk directly to the specifier market.

Why choose *Environ*?

Promoting your product in *Environ* means you will raise your profile among a readership who are not only required to know about and specify environmentally sound products, but are also committed to issues concerning sustainability and the built environment.

Environ complements *Building Products News* (BPN) magazine, the only B2B publication to fill the niche between high end aspirational building design magazines and product-focused publications.



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Magazine rates 2008

4 colour	Casual	2x
DPS	\$9,806	\$9,466
Full page	\$5,222	\$5,016
Half page	\$3,512	\$3,286
1/4 page	\$2,513	\$2,400
Front cover	\$5,706	
1/4 page advertorial	\$1,710	
100 words of copy & high resolution image		

Issue dates and deadlines 2008

Issue Date	Booking Deadline	Material Deadline	Publish Date
May	19 March	1 April	5 May
September	18 July	29 July	1 September

Environ front cover guidelines

- Cover should be editorial in style – that is, it should show the advertiser's product in situ in either a commercial or residential project.
- Advertiser need supply image only as layout design will be done inhouse in accordance with the magazine's style.
- Advertiser may supply up to five words to appear on the front cover that describe either a product or the company ethos.
- The advertiser can supply up to 150 words that describe in more detail either the cover image or the company's ethos. This will appear on the contents page.

Ad sizes (height x width)

Allow additional 5mm over trim size for bleed advertisements.

magazine sizes

Double Page Spread

Trim 297mm x 470mm

Allow additional 5mm over trim size for bleed advertisements.

Full Page

Trim 297mm x 235mm

Allow additional 5mm over trim size for bleed advertisements.

Half Page Horizontal

Type area 120mm x 194mm

Third Page Horizontal

Type area 72mm x 194mm

Quarter Page Advertorial

Type area 79mm x 248mm



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Mechanical details

Software

We accept:

- PDFs generated by Adobe Acrobat Distiller through 3DAPv2 settings and **not** produced directly by an application or PDF writer print to a Postscript file, then produce your PDF using Acrobat Distiller. PDFs must be press optimised and **not** print optimised. The free 3DAPv2 Distiller settings for Windows and MacOS can be downloaded at www.3dap.com.au.

- QuarkXpress up to Version 6.5.

- Adobe Photoshop and Illustrator versions up to and including Creative Suite (transparent areas created using these applications must be flattened before supplying).

* If you are generating PDFs through InDesign, Illustrator or Photoshop please flatten any transparent areas within the files before postscripting. For a complete reference and troubleshooting guide on how transparency affects output please refer to *Achieving Reliable Print Output from Adobe Applications with Transparency* at www.adobe.com/studio/print. There are also other invaluable guides under the headings of Print Resources, PDF & Printing and Colour & Transparency.

We do not accept:

- Word, CorelDraw, Excel, Freehand, Pagemaker, Publisher, Powerpoint files, PDFs derived from these applications, PDFs generated directly out of any application or PDFs containing Smooth Shadings as some software and RIPs may not implement shadings or may implement them incorrectly.

Fonts

- QuarkXpress - when collecting all components, include both screen and printer fonts.
- Illustrator - any text created in Illustrator should be Outlined (Create Outlines is found in the Type menu).
- Please be advised that text should be created using Quark or Illustrator (Outlined text) and that we cannot guarantee the best printed results from Photoshop text.
- We do not accept TrueType or CID fonts. Use Postscript fonts or create an Outline of the fonts in Illustrator. Include all printer and screen fonts.
- Fonts must not be artificially stylised.
- Type size must not be below 8 points or reversed type below 10 points.

Colours

- CMYK only for both colour images and illustrations (not RGB, LAB or Pantone).
- Special colours (eg; Pantone) only by prior arrangement and additional cost (see Media Kit).
- When saving files in the Photoshop EPS format do not include halftone screen, transfer function and do not embed colour profiles.
- It is recommended that all black type be made up using process black only, not four colours.
- The maximum total ink weight of the file in any area should not exceed 310% with a 90% black maximum, should use UCR and allow for a 14 - 18% dot gain.
- Overprint white text should be set to knockout.
- Knockout black should be set to overprint.

Resolution

- Four-colour CMYK - 300 dpi at 100% print size.
- Format - EPS or Tiff.

- Black & White Line Art - 1200 dpi at 100% print size.
- Please ensure that all images are properly cropped and scaled to as near to 100% of the final advertisement size as possible.

Document

- All live copy must be kept within the type area. This includes all text, images, keylines, key numbers and borders.
- Avoid running small type across the gutter. For headings that need to run across the gutter please allow a minimum of 1mm clearance on both sides of the gutter. Allow 3mm clearance on both sides of the gutter for Perfect Bound publications.

Proofing

- In order to accurately reproduce your digital file we require a content proof to be supplied.
- Documents must be set and proofed to the correct size.

Delivery of material

- Send via Quickcut or Websend (service providers for electronic delivery of digital files).
- Burn onto CD or DVD.
- All CDs & DVDs must be clearly marked and should be accompanied by material instructions including details of the original applications.
- It is also a requirement that material be delivered on time so that quality checking procedures can take place. Late material is liable to incur additional production costs. Additionally, Reed-Elsevier cannot take responsibility for the accurate reproduction of ads if material has been supplied late.
- CDs and DVDs will not be returned.

PDF via Quickcut

- Quickcut is one of the preferred ways to send PDFs. When you register with Quickcut you will receive software called QuickPrint PDF Light. Opening your PDF using this program allows you to send the PDF to Quickcut. If the ad is correct Quickcut will then send your ad to us. The capacity for sending larger sized files is greater than that of email.
- For cost, connection and setup details please call Quickcut on (02) 9938 7500 or (02) 9938 7599 (Tech Support) or visit their website at www.quickcut.com.au

PDF via Websend

- Websend is another preferred way to send your PDFs. When you register with Websend you will receive a password to login to their website. Upload your PDF to the website. If your ad is correct Websend will forward your material to us. Again your capacity to send/upload large sized PDFs is greater than email.
- For cost, connection and setup details please call Websend on (03) 8611 9900 or 1300 798 949 (Tech Support) or visit their website at www.websend.com.au

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