



GRAZIA

**AD SPECS**

# GRAZIA X DIGITAL AD SPECS

## STANDARD FORMAT DETAILS

GRAZIA ACCEPTS			Third-party in-page script tags						
REQUIRED ELEMENTS	SIZE	MAX FILE SIZE (kb)	FILE FORMATS	CLICKABLE CREATIVE	SOUND ON BY DEFAULT?	SEQUENCING POSSIBLE?	ADSERVING PLATFORM	ANIMATION	ANIMATION BACKUP
<b>DESKTOP</b>			HTML5, STATIC (JPEG) OR GIF						
QUEEN	1280 x 600	500		Y	N	Y	DFP, SIZMEK, ATLAS, FLASHTALKING DFP, SIZMEK, ATLAS, FLASHTALKING	15-30 SECS	JPG,PNG,GIF   100KB
MID-QUEEN	700 x 400	500		Y	N				JPG,PNG,GIF   100KB
BILLBOARD	970 x 250	120		Y	N	Y			JPG,PNG,GIF   40KB
LEADERBOARD	728 x 90	90		Y	N	Y			JPG,PNG,GIF   40KB
SUPER TOWER	300 x 900	120		Y	N	Y			JPG,PNG,GIF   40KB
TOWER	300 x 600	120		Y	N	Y			JPG,PNG,GIF   40KB
NEWS FEED FULL WIDTH TILE	1920 x 1080	500		Y	N	N	GRAZIA SERVED ONLY	N/A	N/A
<b>MOBILE</b>									
PARRALAX REVEAL	640 x 90	90		Y	N	Y	GRAZIA SERVED ONLY	15-30 SECS	JPG,PNG,GIF   100KB
MREC	300 x 250	90		Y	N	Y	DFP, SIZMEK, ATLAS, FLASHTALKING		JPG,PNG,GIF   40KB
MOBILE BILLBOARD	320 x 150	90		Y	N	Y			JPG,PNG,GIF   40KB
MOBILE BANNER	320 x 50	90		Y	N	Y	JPG,PNG,GIF   40KB		
NEWS FEED FULL WIDTH TILE	750 x 945	90	Y	N	N	GRAZIA SERVED ONLY	N/A	N/A	
<b>CUSTOM</b>									
CUSTOM ASK	N/A	N/A	Y	N	Y	N/A	N/A	N/A	

### GRAZIA X RESPONSIVE DESIGN

Grazia.com.au is a responsive site; to ensure your ad displays on all devices, please select an ad unit type from the table noting the correct and accepted ad specs noted in the table above.

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## ADDITIONAL VIDEO FORMAT DETAILS

GRAZIA ACCEPTS	Third-party in-page script tags			
REQUIRED ELEMENTS	VIDEO (time + loop + end visual)	VIDEO MAX FILE SIZE	AUDIO LAUNCH + STOP2	CONTROL BUTTONS
<b>DESKTOP</b>				
QUEEN	15–30 SECS RECOMMENDED	NO LARGER THAN 3MG	AUDIO OFF BY DEFAULT MUTE BUTTON	PLAY, PAUSE, STOP, REWIND FEATURE RECOMMENDED
MID-QUEEN				
BILLBOARD				
LEADERBOARD				
SUPER TOWER				
TOWER				
NEWS FEED FULL WIDTH TILE				
<b>MOBILE</b>				
PARRALAX REVEAL	15–30 SECS RECOMMENDED	NO LARGER THAN 3MG	AUDIO OFF BY DEFAULT MUTE BUTTON	PLAY, PAUSE, STOP, REWIND FEATURE RECOMMENDED
MREC				
MOBILE BILLBOARD				
MOBILE BANNER				
NEWS FEED FULL WIDTH TILE				
<b>CUSTOM</b>				
CUSTOM ASK	N/A		AUDIO OFF BY DEFAULT MUTE BUTTON	

### GRAZIA X RESPONSIVE DESIGN

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# GRAZIA X DIGITAL AD PLACEMENTS

## GRAZIA.COM.AU – DESKTOP, TABLET, MOBILE

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Masthead Pushdown

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Beneath Masthead

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Homepage

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Audience

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Category Section

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Tags/keywords/sentiment

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Lazy load on scroll

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Stick to screen

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In Article Placement

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## GRAZIA.COM.AU – DESKTOP, TABLET, MOBILE

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Mobile Menu

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Homepage Tiles

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Newsfeed Tile

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Newsfeed Full-width Tile

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Masthead

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GRAZIA

## HTML 5 DELIVERY

CREATIVE UNIT NAMES	PUSHDOWN BILLBOARD PREMIUM BILLBOARD BILLBOARD HALF PAGE	PUSHDOWN LEADERBOARD PUSHDOWN MREC SUPER LEADERBOARD LEADERBOARD MREC	MOBILE WIDE BILLBOARD MOBILE BILLBOARD
ASSET	In-Line Ad Unit (non-expanding)		
DIMENSIONS (PX)	970 x 250 970 x 250 970 x 250 300 x 600	728 x 90 300 x 250 970 x 90 728 x 90 300 x 250	320 x 50 300 x 50
MAX LOAD FILE SIZE	120kb	90kb	50kb
MAX POLITE LOAD FILESIZE	1500kb	750kb	150kb
FILE TYPE	All 3rd party creative should be delivered to Grazia via 3rd party ad serving tags		
AUDIO INITIATION	User Click/Tap only.		
FRAME RATE	24fps		n/a
MAX VIDEO LENGTH	30 seconds		n/a
MAXIMUM ANIMATION LENGTH	CSS3 animations must be limited to 4 simultaneous animations, max duration 15second of animation. No Looping permitted.		
SECURE SERVING	https required for all assets		
Z-INDEX RANGE	Undefined. 9000-50000		
PERFORMANCE GUIDELINES	Advertising creative must not cause a noticeable performance impact to Grazia users.		
SUBMISSION LEAD-TIME	5-days for simple HTML5/CSS2-3 banners with minimal richness and functionality done in HTML5/JS (Standard non-expanding units only)		
IMPLEMENTATION NOTES + BEST PRACTICE	<p>DoubleClick studio HTML5-Based creative is accepted.</p> <p>Further detail can be supplied around best practices, guidelines &amp; developer specific info submitted to agencies / creative agencies on request.</p>		

## FUNCTIONALITY

### BUILD

The masthead must be built to the technical specifications of the 3rd party (list of supported vendors in table above). Please contact the vendor for more detail on these specifications.

### SOUND

All audio should be off by default, but can be used for the duration of the masthead provided it is user initiated and has a visible mute/unmute button. Animation replays can start with sound on.

### VIDEO

Additional video/sound content can be downloaded on click initiation (see above for file size limits). Please include a clear call to action indicating that the user will be 'downloading a larger file'. All ad units containing a streaming video must have a thumbnail image. Thumbnails that are blacked out or appear broken will not be accepted.

### MINIMISE BUTTON

A minimise button must be present on the expanded portion of the masthead at all times. It must display the word minimise in the top right hand corner next to our close button and be designed to stand out from the ad and page background (min 50px by 20px). Please note that a Grazia site controlled close button will be present on the ad unit at all times in the top right hand corner (90px by 20px) that will close the entire ad unit, please be careful to position the Minimize button outside this area.

### EXPANSION

The expanded panel must expand down only and never over the site navigation/or Grazia header. Expansion is permitted to any size (expanded panel size provided above is only a guide). Full screen takeover is not permitted.

### TIMELINES & DELIVERY

All material must be delivered at least five (5) working days prior to campaign launch to ensure technical compatibility and internal concept approval. Supply 3rd party tags by email adtech@grazia.com.au Include insertion order (IO) reference in subject line. Note: If creative is late an estimated % of impressions equivalent to the prorated daily inventory level will be cancelled from the total impressions booked.

# GRAZIA X PRINT RATES + DEADLINES

## MATERIAL & INSERT SPECIFICATION

AD TYPE	BLEED (H x W) mm	TYPE (H x W) mm	TRIM (H x W) mm
Full Page Colour	285 x 210	255 x 170	275 x 200
Double Page Spread	285 x 410	255 x 370	275 x 400
Inside Front Cover Spread	285 x 410	255 x 370	275 x 400
Inside Back Cover Spread	285 x 210	255 x 170	275 x 200
Outside Back Cover	285 x 210	255 x 170	275 x 200

NOTE: DPS to be supplied as two single PDFs

## GRAZIA IS A PERFECT BOUND PUBLICATION.

The full right hand page of a OFC gatefold (first page of text) must be supplied with a 5mm white or back strip on the fore-edge. Please contact production prior to sending material to confirm which colour strip to supply.

## ACCEPTABLE MEDIA

- Grace Publishing only accepts advertising material via Quickcut (Adstream or Adsend. For more information regarding one of these provider's contact:
- Quickcut (Adstream): visit [quicksend.com.au](http://quicksend.com.au) or to get additional Quickcut software, queries or support call Adstream on 1300 768 988 (Australia only tech support) or email [print@adstream.com.au](mailto:print@adstream.com.au)
- Adsend: visit [adsend.com.au](http://adsend.com.au) or call +61 3 8689 9000 or 1300 798 949 (Australia only tech support). For online support go to [dubsat.com/adsend/support](http://dubsat.com/adsend/support) or email [support@adsend.com.au](mailto:support@adsend.com.au)
- Ensure that the order of consecutive advertisements and left /right hand pages on double page spreads are noted in the material instructions.
- Please contact production prior to sending revised files and when sending revised files add an 'R' at the end of the file name. If production have not been advised there is no guarantee that revised material will appear.

## FILES

- Grace Publishing uses 3DAPv3 separation profiles (ICC profile Papertype 1 – use the latest per <http://3dap.com.au/>).
- Acrobat Distiller 6 or above is preferred.
- Files to be created in PDF version 1.3 or 1.4.
- Files to be supplied as single pages.
- PDF files to be supplied in CMYK format. RGB or spot colour files will be rejected.

## IMAGES

- Images to be supplied in CMYK format. RGB or LAB les will be rejected.
- 4 colour black and white images should use a GCR separation profile.
- Images should be saved as PSD or composite EPS files and supplied at 100% scaling, 300dpi and using the correct 3DAPv3 separation profile, Papertype 1, the 3DAPv3 profile will set the correct CMYK separation and total ink limit (see files).
- For more information regarding separation profiles, visit [www.3dap.com.au](http://www.3dap.com.au)

## PAGE LAYOUT

- All advertising material to include a minimum of 5mm bleed (where required).
- Crop, bleed and registration marks plus page information to appear on all advertising material.
- *PLEASE NOTE:* when uploading advertising material via Quickcut do not include crop marks on the hi-res PDF file, as these will be automatically generated.
- No text or important page content should appear within 10mm either side of the spine on double page spreads (total 20mm) due to this space being optically lost within the spine of the magazine. Using double imaging is at the discretion of the client/agency, as it is not ideal for all pages within the magazine. If specifications are required for double imaging, contact production prior to sending advertising material.
- Ensure that all text and logos are supplied to the correct type/design area specifications (see sizes).

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# GRAZIA X PRINT RATES + DEADLINES

## COLOUR/ TYPE/ LINES/ BORDERS

- The total ink limit is 300%. Registration colour in the swatches palette should never be used as it is made up of 100% of each colour.
- Solid black panels should be made up of rich black (100% black and 50% cyan).
- White elements to be set to knock-out.
- All fonts must be embedded into the PDF file.
- Type is to be no smaller than 8 points.
- Reverse type to be no smaller than 10 points bold or made up of more than two colours.
- Black type smaller than 24 points to be made up of 100% black only and set to overprint.
- Black type larger than 24 points should be made up of rich black (100% black and 50% cyan).
- Coloured type with a black drop shadow should be set to knock-out, otherwise the black drop shadow may overprint the coloured type.
- For white reverse type we recommend 12 points bold as the minimum size.
- White type to be set to knock-out.
- Extremely thin and fine type, particularly type with serifs, should be avoided.

- Thin lines and box rules should be made up of one colour and a minimum thickness of 0.25mm is recommended.
- Due to the trim and binding variance, even distances from trim to borders may vary during the print run, therefore we recommended that solid borders to be supplied no thinner than 8mm and key lines to sit no less than 10mm in from the trim.

## COLOUR PROOFS

- For accurate colour reproduction, all advertising material must be accompanied by a 3DAPv3 colour proof created from the supplied file at 100%. Grace Publishing uses guidelines for ISO 12647-2 (3DAPv3), a standard for proofing and printing.
- In order to verify that a proof is in compliance with the 3DAPv3 proofing requirements, each proof must be supplied with a 3DAPv3 endorsed control strip printed next to the advertisement.
- No responsibility will be taken for print colour reproduction when a 3DAPv3 colour proof is not supplied.
- For more information regarding 3DAPv3 proofing guidelines, visit [www.3dap.com.au](http://www.3dap.com.au)

## DISCLAIMER

- While Grace Publishing is committed to producing magazines of the highest calibre and will ensure advertising material is reproduced as intended, the responsibility is firmly with the client/agency to supply advertising material according to our specifications. No responsibility will be taken if advertising material is not supplied according to Grace Publishing specifications.
- Grace Publishing cannot accept requests to modify supplied advertising material.
- Advertising material must be delivered on time so that quality checking procedures can take place.
- Advertising material will be archived for two issues and advertising related correspondence ie: MI's, emails confirming repeats etc will be archived for six months.
- Grace Publishing reserves the right to refuse any advertising material.

## PRODUCTION CONTACT

Nicole Torrance  
[nicole@grazia.com.au](mailto:nicole@grazia.com.au)

# GRAZIA



**GRAZIA**

**EMOTIVE**

**INNOVATIVE**

**ENGAGING**