

PERFECT Brides & Weddings ANNUAL

RATE CARD 2011

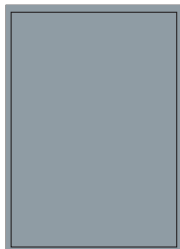
**MAGAZINE TRIM SIZE:
A4 (210MM WIDE X 297MM HIGH)**

PLEASE INCLUDE BLEED & TRIM MARKS ON ALL DOUBLE & FULL PAGES



Double page spread

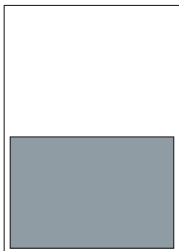
Trim: 420mm wide x 297mm high
Type area: 400mm w x 273mm h (Allow 30mm for spine margin) Bleed: 430mm w x 307mm h
5MM BLEED ON ALL SIDES, INCLUDE MARKS



Full page

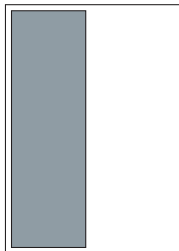
Trim: 210mm wide x 297mm high
Type area: 190mm w x 273mm h
Bleed: 220mm w x 307mm h
5MM BLEED ON ALL SIDES, INCLUDE MARKS

TRIM AND BLEED IS NOT REQUIRED ON OTHER PAGE SIZES (BELOW)



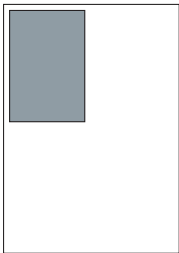
1/2 page horizontal

Type area: 190mm w x 135mm h



1/2 page vertical

Type area: 90mm w x 273mm h



1/4 page vertical

Type area: 90mm w x 135mm h

1/6 page & 1/12 page classified sizes are available.
Please contact advertising for details.

The preferred delivery of advertising material is via **Quickcut**. By using **Quickcut** you are assured that your ads will meet the publication's specifications and be delivered right first time. For Quickcut technical support contact **02 9935 7599**. If you're not already registered with Quickcut, please go to **www.quickcut.com.au** for more information and a list of companies that can upload your artwork to Quickcut.

Alternatively advertisements can be supplied as **Press Quality pdfs**. Please ensure all images are supplied as 300dpi CMYK, **NOT RGB** and all fonts are **embedded or outlined** and have **trim marks and bleed** where required.

Perfect Brides & Weddings ANNUAL require a proof to be supplied. When a proof made from the supplied file is not submitted, **Perfect Brides & Weddings ANNUAL** cannot take responsibility for accurate colour reproduction.

Magazine	
Full page advertisement	\$2000
Double page advertisement	\$3000
Full page editorial	\$1000
First inside front double page spread	\$5000
Back cover	\$3000

Packaged advertising	
Full page and Magazine and Internet	\$2800
Double page magazine and Internet	\$3900

Internet Only	
Please go to www.secret-brides-business.com and click 'advertise'	

**ALL PRICES QUOTED ARE EX GST
10% loading on preferential pages.**

BOOKING DEADLINE 30TH JUNE 2010
MATERIAL DEADLINE 15TH JULY 2010
PUBLICATION SEPTEMBER 2010

Material deadlines must be strictly adhered to. No material will be accepted after the artwork deadline. If PBW is designing your advertisement final deadline for material is 8th July 2010. Please note all artwork designed by PBW is at an additional cost.

Please call advertising sales for prices on premium pages. All advertisers receive web listing with link to you own site. All advertisers receive complimentary **Perfect Brides & Weddings** customer mailing list in PDF format for you to follow up. Advertising rate is exclusive of artwork, if **Perfect Brides & Weddings** is required to design your advertisement this is a separate charge. An advertisement design and layout service is available if required. **Please note artwork production cost is in addition to advertising space cost. All extras eg. SCANNING, RETOUCHING, LOGO DESIGN etc. will be charged at standard industry rates.**

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ADVERTISING ENQUIRES

Denise Collett
Phone: 02 4367 8354
Fax: 02 4367 8354
Mobile: 0425 295 641
Email: ads@perfectbridesandweddings.com.au
Web: www.perfectbridesandweddings.com.au

Perfect Brides & Weddings ANNUAL is committed to the accurate reproduction of advertisements. Advertisers are strongly encouraged to submit high-quality materials. Publishers reserve the right to reject materials of inferior quality.