

The Cutting edge



PROFILE

THE CUTTING EDGE MAGAZINE, formerly known as the **Trophy & Engraving News Australasia**, is an industry news journal designed and produced by industry professionals for the benefit of the industry. Published three times a year, the magazine will not only be distributed online, it will also be included in the **Visual Impact Magazine**.

THE CUTTING EDGE MAGAZINE features the latest news, product reviews, new releases and helpful tips on getting the job done properly. Our content is provided by both local and international suppliers, manufacturers and industry experts.

FREQUENCY

THE CUTTING EDGE MAGAZINE is produced three times a year. This publication will be distributed in conjunction with the March/April, July/August and November/December editions of the **Visual Impact Magazine**.

DISTRIBUTION

THE CUTTING EDGE MAGAZINE will be distributed to a growing list of 9,500 per issue, across Australia, New Zealand and internationally to the following industry segments:

- Industrial and general engraving
- CNC Routers
- Industrial marking
- Laser Engraving
- Sublimation
- Awards and recognition industries
- Embroidery and personalization industries
- Permanent marking and routing

MAGAZINE ENQUIRIES

All Advertising, editorial and production enquiries can be made to:

Peter Harper (General Manager)

VISUAL INDUSTRIES SUPPLIERS ASSOCIATION

T: +61 2 9868 1577 **F:** +61 2 9869 0554 **M:** 0418 267 952

E: sales@visa.org.au **W:** www.visa.org.au

PO Box 3723 Marsfield NSW 2122

Shop 3/123 Midson Road Epping NSW 2121

ADVERTISING MATERIAL AND EDITORIAL DEADLINES FOR 2012 - 2013

These are final and critical deadlines for this publication.

March/April 2012 issue	July/August 2012 issue	November/December 2012 issue
Friday 27 January 2012	Friday 1 June 2012	Friday 28 September 2012

Advertising bookings cancelled within 7 days of deadlines will incur a cancellation fee of 10% **OF THE TOTAL COST OF ADVERTISING BOOKED.**

DISPLAY ADVERTISING THE CUTTING EDGE MAGAZINE AUSTRALASIA

Size/Position	Casual Advertising		3 Insertions	
	Member	Non member	Member	Non Member
Front Cover Panel	1200	1400	1000	1200
Back Cover	3000	3300	2650	2750
Inside Front Cover	3000	3300	2650	2750
Inside Back Cover	3000	3300	2650	2750
Double Page Spread	4450	4800	4250	4600
Full Page RHS	2700	2900	2500	2700
Full Page LHS	2400	2600	2200	2400
Half Page Horizontal RHS	1600	1760	1450	1595
Half Page Horizontal LHS	1500	1650	1250	1380
Third page Vertical RHS	1400	1550	1250	1400
Third page Vertical LHS	1200	1350	1050	1200
Quarter Page RHS	1150	1250	1050	1150
Quarter Page LHS	950	1050	850	950
Single A4 Flyer	2500	2700	2300	2500
Over A4 Size Flyer			3000	3300
Strip Advertisement	300	300	300	300
Trade Services	300	300	300	300

** All prices are in AU\$ *** All Prices exclude GST 10%

ADVERTISING SPECIFICATIONS

Double Page Spread: (bleeding advertisement)

Trim..... 297mm (h) x 420mm (w)

Image* 277mm (h) x 400mm (w)

Bleed (5 mm on all sides) 307mm (h) x 430mm (w)

*Please allow for 10mm of clear space between the spine free of type and critical elements.

Single Page: (bleeding advertisement)

Trim..... 297mm (h) x 210mm (w)

Image* 277mm (h) x 190mm (w)

Bleed (5 mm on all sides) 307mm (h) x 220mm (w)

Half Page Horizontal: (floating advertisement)

Trim..... 138.5mm (h) x 200mm (w)

Third Page Vertical: (floating advertisement)

Trim 287mm (h) x 60mm (w)

Quarter Page: (floating advertisement)

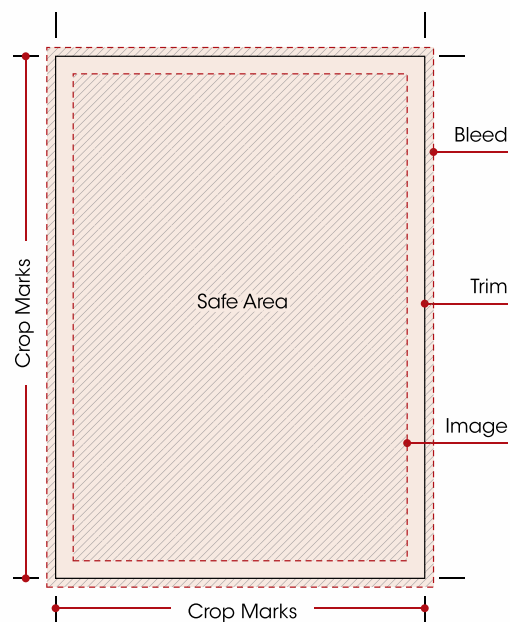
Trim..... 138.5mm (h) x 95mm (w)

Strip Advertisement: (floating advertisement)

Trim 29mm (h) x 190mm (w)

Trade Services: (floating advertisement)

Trim..... 60mm (h) x 125mm (w)



- All advertisements are to be supplied to the **CUTTING EDGE MAGAZINE** advertising sales representative.
- The finished size of the publication is A4 and is printed on high quality stock in 4 colour process.
- All rates for advertisements are inclusive of 4 colour process (unless otherwise stated).
- All artwork must be supplied as **CMYK at 300 dpi** (maximum line screen of 150 lpi). **No RGB or spot colour.**
- The following format is preferred: **High resolution PDF with all fonts embedded or converted into outlines.**
- The following formats are accepted via CD or DVD: **MAC Format InDesign CS file** (with **all fonts and pictures supplied** on CD/DVD); **Illustrator EPS** (with **all fonts and pictures supplied** on CD/DVD); **High resolution CMYK TIFF** file.
- All **advertisements are to be supplied to the correct specifications.** Failure to supply an advertisement to the correct specifications may result in extra charges being incurred by the advertiser.
- **Crop marks/registration marks are to be placed on the outside of the trim/bleed area.** Please ensure that crop marks do not sit inside the advertisement artwork as they risk being printed.
- Should you require assistance with the production of artwork, please contact **Peter Harper**, General Manager. Assistance with artwork may then be considered. Additional costs apply.
- Production costs of any loose or bound inserts are at the advertiser's own expense, as well as the cost of delivery to the publisher's specified address.
- The publisher takes no responsibility for advertisements that print incorrectly, or for any omissions that occur, unless a hard copy high resolution digital colour proof is supplied with the advertisement
- 10% positional load applies for inside front cover, back cover and inside back cover positions.

Please note: items highlighted in red indicate the specific parameters your advertisement must adhere to.