

# The Cutting Edge Magazine

# The Cutting Edge

media guide

Formerly known as the  
Trophy & Engraving News Australasia.



## PROFILE

**The Cutting Edge**, 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. As of 2010, the magazine will be a little bit different to previous years. 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** 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 March/April, July/August and November/December 2010.

## DISTRIBUTION

**The Cutting Edge Magazine** will be distributed to a growing list of 6,500 per issue, across Australia, New Zealand and internationally to the following industry segments:

- Industrial and general engraving
- 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**  
Shop 3/123 Midson Road Epping NSW 2121 PO Box 3723 Marsfield NSW 2122

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

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

## ADVERTISING MATERIAL AND EDITORIAL DEADLINES FOR 2010

These are final and critical deadlines for this publication.  
Advertising Bookings should be made by 7 days prior to this date.

Mar/Apr 2010 issue	Jul/Aug 2010 issue	Nov/Dec 2010 issue
Monday 1 February 2010	Monday 31 May 2010	Monday 4 October 2010

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



## DISPLAY ADVERTISING THE CUTTING EDGE MAGAZINE

Size/ Position	Casual Advertising	
	Member	Non member
Double Page	4000	4800
Front Cover Panel	1000	1500
Inside Front Cover	2200	2600
Full Page	2000	2600
Half Page Vertical	1100	1500
Third page Horizontal	960	1200

- All prices are in \$AUD and exclude GST 10%
- Advertisement bookings that are cancelled 7 days prior to the material deadline date may incur a cancellation fee of 10% OF THE TOTAL COST OF ADVERTISING BOOKED.

### ADVERTISING SPECIFICATIONS

#### Double Page (bleeding advertisement)

Trim Size.....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)

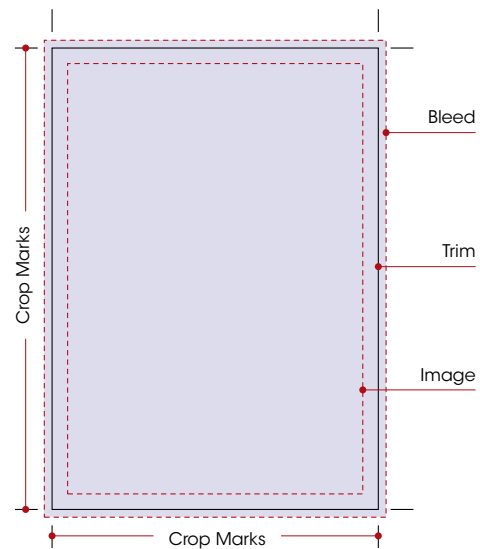
Trim .....297mm (h) x 210mm (w)  
 Image\* .....277mm (h) x 190mm (w)  
 Bleed (5 mm on all sides)..... 307mm (h) x 220mm (w)

#### Half Page Vertical (floating advertisement)

Trim size .....287mm (h) x 92.5mm (w)

#### Third Page Horizontal (floating advertisement)

Trim size .....89mm (h) x 200mm (w)



- All advertisements are to be supplied to **The Cutting Edge** 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** please.
- 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.