



**CONNECT WITH INDUSTRY**

## CAM SPECIFICATIONS

**TRIM SIZE 205mm x 270mm BLEED add 5mm all around**

**Width x Depth**  
FRONT COVER TRIM SIZE: 205mm x 270mm  
BLEED SIZE: 215mm x 280mm  
COVER IMAGE AREA: 135mm x 210mm  
*Please allow 60mm for the left hand side cover advertising spots and 55mm at the top for the CAM masthead*

DOUBLE PAGE SPREAD 420mm x 270mm  
*Add 5mm all round for bleed. All text or images (not to bleed off) need to be 10mm inside the trim size.*

FULL PAGE With Bleed 205mm x 270mm  
*Add 5mm bleed all round on this size making it 215mm x 280mm. All text or images (not to bleed off) need to be 10mm inside the trim size.*

FULL PAGE Without Bleed 175mm x 240mm  
*This will leave a 15mm white border around the advert*

TWO THIRDS HORIZONTAL 175mm x 159mm  
VERTICAL 115mm x 240mm

HALF PAGE HORIZONTAL 175mm x 118mm  
VERTICAL 85mm x 240mm

THIRD PAGE HORIZONTAL 175mm x 78mm  
VERTICAL 55mm x 240mm

DOUBLE SPOT HORIZONTAL 115mm x 78mm  
VERTICAL 55mm x 159mm

SINGLE SPOT 55mm x 78mm

SOLUS SPOT 55mm x 20mm

CAM Magazine is printed sheet-fed on 85gsm gloss art stock and the cover 170gsm by way of CTP.

### Advertising Deadline

- Advertising booking/material deadline is 5pm on the **20th** of each month. December deadline may be brought forward.

### Supplying Artwork

- Email artwork or photos/logos to [production@anvil.co.nz](mailto:production@anvil.co.nz)

### Proofs

- Proofs assured if copy in by 20th of month.

### Preferred Format

- High resolution PDF or JPEG (Minimum 300dpi). Do not include Trim or Registration Marks.

### Colour

- Images should be CMYK or greyscale.

### Advertisement Sizes

- Advertisements must be created to the correct size of the advertisement according to space sold. Any adjustments to incorrectly supplied material may incur a production charge.

Acceptance of Advertising is acceptance of the Anvil Publishing Terms of Conditions of Sale.

[www.cammagazine.co.nz](http://www.cammagazine.co.nz)