

# From This Day

*wedding magazine*

2025 - Issue Three  
Design Specifications Brochure



PHOTO: BEC ROBSON  
MAGAZINE COVER: VICTORIA BAKER

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# Submission Deadlines

FOR ALL ADVERTISING, CONTENT SUBMISSION & PRINTING

	NOTES	DEADLINE
ADVERTISING BOOKINGS	All Ads	31 July
AD CONTENT SUBMISSIONS	All Ads	31 August
FINAL ARTWORK DEADLINE	Print-Ready Ads (full page ads only)	15 September
PRINT	Due November	

For all advertising bookings, content submissions and printing.

We kindly ask that you book your ad and send through the required content in a timely manner.

We have outlined our schedule above, please send through your content within the specified dates to ensure efficiency.

If you have any questions, please do not hesitate to get in touch: [magazine@fromthisday.au](mailto:magazine@fromthisday.au)

# Submitting Your Ad



## Book Your Ad Space

Please email [magazine@fromthisday.au](mailto:magazine@fromthisday.au) to book your ad space.

**Non-Members:** full price on all ad bookings,  
directory membership signup available

**Sapphire Members:** discount applies

**Emerald Members:** listing ad included, discount  
applies to additional ads, upgrades available

**Diamond Member:** half page ad included, discount  
applies to additional ads, upgrades available

## Submit Your Files

Once your ad space is confirmed please send the following  
via email, please see P5 for details on image quality, size etc:

### Listing Ad:

- Photo & photographer credit
- Business Name as you want it printed
- Business contact details, there are 4 spaces available:
  - Phone Number
  - Address (if applicable)
  - Website
  - Instagram Handle (eg: @fromthisdayweddings)

### Quarter Page Ad:

- Same as listing, plus:
- Short blurb, approx 40 words

### Half Page Ad:

- Same as listing, plus:
- Business Logo in vector format
- Short blurb, approx 40 words

### Full Page Ad:

- Same as listing, plus:
- Business Logo in vector format



# Design Guidelines

PLEASE READ THIS SECTION THOROUGHLY BEFORE BOOKING

## Design Standard

**Our magazine boasts a clean and minimal layout, with an emphasis on imagery, supported by clean and considered typography enhancing the overall user experience.**

To maintain consistency and legibility we have created a standard layout for Listing, Quarter, Half and Full Page Ads. Full Page Ad bookings also have the option of submitting their own design if preferred and if they meet our Design Guidelines specified in this section.

## Image Size & Quality

- Approximate printed image dimensions are outlined in this document
- To ensure the high standard we have set for this magazine and our brand, we request only professional / high quality images are submitted. Web / social media size images will not be permitted, please source high res versions from your photographer/designer
- We request where possible you submit lighter images to avoid over saturation. Darker images are welcome but please be aware that when printed, will appear much darker than on screen
- Photographs to be 300 dpi.
- Minimum image dimensions are specific for each ad type, outlined below. You can check your image dimensions and quality by opening the image and looking at the 'information' section, please reach out if you are not sure.
  - Listing Size: (W) 960 x (H) 540px 300dpi
  - Quarter Page: (W) 960 x (H) 750px 300dpi
  - Half Page: (W) 2520 x (H) 1560px 300dpi \*please ensure the subject matter is placed to one side, see P3 of Advertising Brochure for example\*
  - Full Page (inc. bleed): (W) 2520 x (H) 3300px 300dpi
- Logos to be vector files (.ai or .eps) low quality images and logos will not be suitable
- If you don't have professional images, please get in touch and we'll see how we can help you

## Do not submit photos:

- Without express permission of the photographer
- That are screen-shots of images
- That are web-res images or saved from your website or social media
- That include a photographer's watermark

## Professional Photo Permissions

**Photographer permission is required (and permission from the couple if relevant). You will need to contact them to discuss usage or payment options before submitting your artwork and consent for use of their images to promote your business.**

**As a standard we will include the photographer's business name in a printed credit on your ad.**

Each photographer will have a different procedure so please discuss with them. Generally speaking, you will be required to purchase the image(s) enabling you to use them across print and digital platforms, without photographer credit required.

Some photographers may be happy to give you permission to use print quality image(s) without purchase but with printed photographer credit with each use.

**Please provide copy of written permission from the photographer with your ad artwork submission.**

## Business Logos

### Full and Half Page Ads only

Submit your logo in .eps or .ai format. If you don't have these on file, please get in contact with the logo designer who can provide these.

## AI Imagery

Images created using AI will not be accepted.

# Full Page Ads

## CUSTOM DESIGN & PRINT READY DESIGN

If our Complimentary Ad Design (included in your ad booking) is not suitable, you don't have experience in graphic design or are unable to provide your ad in the required format, we suggest opting for our in house Custom Design service (fee applicable, see below) or outsourcing to a professional designer.

### Custom Design

As mentioned above, Complimentary Ad Design is included in your ad booking however if you would like additional images, more text or a different layout to the examples in the Advertising Brochure, we offer a Custom Ad Design option that you can book for an additional fee outlined below.

All aspects of the Design Guidelines mentioned in this document apply.

**Details:**

- Provide us with the required information and design brief. We will put together a design concept for \$150
- There are 2 x minor revisions OR 1 x re-design included in initial design fee
- Subsequent revisions are \$50 each
- Completing print ready export is included in initial design fee
- Not available for Half, Quarter and Listing Ads
- Sapphire, Emerald and Diamond discounts do not apply.

### Print Ready Design

If you have the skills and tools available to create your own ad or wish to outsource your ad creation to a designer, please adhere to the Print Ready Design Guidelines on the next page.

There is no additional fee to submit your own design, however **if there is extensive work that needs to be completed by us to make your ad fit in the magazine, a Custom Design fee will apply.**

**Details:**

- Provide us with the finished design in PDF and packaged InDesign format
- If we are unable to use the design as-is and if the design needs to be significantly altered to meet our guidelines there will be a Design Fee applied and any subsequent revision fees will also apply, see below.

FULL PAGE & DOUBLE PAGE ADS ONLY	CUSTOM DESIGN From This Day Design	PRINT READY DESIGN Your Design, supplied with no changes required by From This Day	PRINT READY DESIGN If fixes are required by From This Day
DESIGN FEE	\$150.00	\$0	\$150.00
2 minor revisions OR 1 re-design included in Design Fee	✓	N/A	✗
SUBSEQUENT REVISIONS	\$50.00ea	N/A	\$50.00ea

# Print Ready Design Guide

## YOUR OWN AD DESIGN - FULL PAGE ONLY

If our Complimentary Ad Design or Custom Design options do not suit your needs, you may supply your own Print Ready Design for your Full Page Ad booking for no additional fee.

If you have the skills and tools available to create your own ad or wish to outsource your ad creation to a designer, please adhere to the Print Ready Design requirements outlined on this page.

There is no additional fee to submit your own design, however **if we are unable to use the design as-is and if the design needs to be significantly altered to meet our guidelines there will be a Design Fee applied and any subsequent revision fees will also apply. See P6 for fees.**

### To submit your design

- Ensure your final files are provided to us in the requested format.
- You agree that From This Day is not responsible for any errors in final print.
- You confirm that you have requested and received permission from the photographer to use the supplied images and agree that you are responsible for including photographer credits where appropriate and if required.

### Final File Requirements

- Provide us with the finished design in PDF format as well as packaged InDesign document.
- If you are unable to provide these files, please consider our Custom Design service instead.
- Ensure correct bleed setting have been applied.

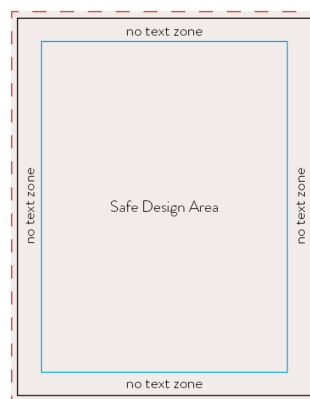
### Design

For best impact and a seamless flow with the overall style of our magazine and editorials, we ask that you take a 'less is more' approach to your ad.

We will accept a full bleed ad design or inset design, we have provided guidelines for each of these options on this page.

### Full Bleed Design Requirements

- File size: 210 x 270mm **plus** 3mm bleed on all sides (*total size: 216 x 276mm including bleed*)
- Margins set to 18mm on all sides, ensure all text and logos are within the 18mm margin





-  3mm Bleed
-  Trimmed Page
-  18mm Margin & Safe Design Area

### Inset Design Requirements

- 174 x 234mm total ad size (*fits within our 18mm margins*) no bleed required
- To make sure no text is cut off, please ensure all text is at least:
  - 2mm from the edge of your ad if using a white background OR
  - 10mm from the edge of your ad if using a 'text over image' style design.



-  Trimmed Page
-  Safe Design Area

# FAQ

PLEASE READ THIS SECTION THOROUGHLY BEFORE BOOKING



**Q:** Why can't I submit my own design for Half, Quarter and Listing Ads?

**A:** To maintain legibility, brand consistency and continuity throughout the magazine, we have created a set design and layout for Half, Quarter and Listing Ads.

If you wish to submit your own ad design please book a Full Page Ad. You will need to adhere to the Design Guidelines outlined in this document.

**Q:** What if I don't have professional images?

**A:** We recommend reaching out to couples who have recently used your services and who had a professional photographer capturing their day to see if they have any images of your services that will suit your needs.

You will need permission to use an image or two for advertising and you will likely need to purchase the high-res image from the photographer. Please be considerate, the couple may not wish for you to use their wedding images for marketing purposes.

If you do not have any access to past weddings or any professional images, please let us know.

**Q:** Why can't I have my logo on a Quarter or Listing Ad?

**A:** To maintain the price point of Quarter Page Ads and Listing Ads we require a certain number of ads per page, unfortunately this does not leave room for logos. Please consider a Half Page Ad or Full Page Ad if you would like to include your logo.

As outlined in this document, your business name will be included in all Half, Quarter and Listing Ads

**Q:** What if I don't have a copy of my logo in the specified format?

**A:** Please reach out to the designer who created your logo. Typically when they finish designing your logo there will be a few formats provided at the final hand over.

If you cannot obtain a version of your logo that is of a high enough quality please let us know and we will help you come up with a solution.



# Thank You

We are so excited to bring the magazine to life,  
thank you for being a part of our third issue!

*emma +  
chantelle  
xo*