The orange area is the bleed area. It overlaps the printed area by at least 1/8" on all sides. Your artwork should fill this area if you expect the printed artwork to go all the way to the edge.

The magenta area is where the magnet will be cut. Please include cut line and 1/8" bleed in your document.

The blue line marks the "safe area". It is 1/16" inside the edge of your printed piece. You should never put any wording, logos, or other important art closer than 1/16" from the edge, or it may get trimmed.

The grey area is the size of your die cut magnet. Any shape can be cut.