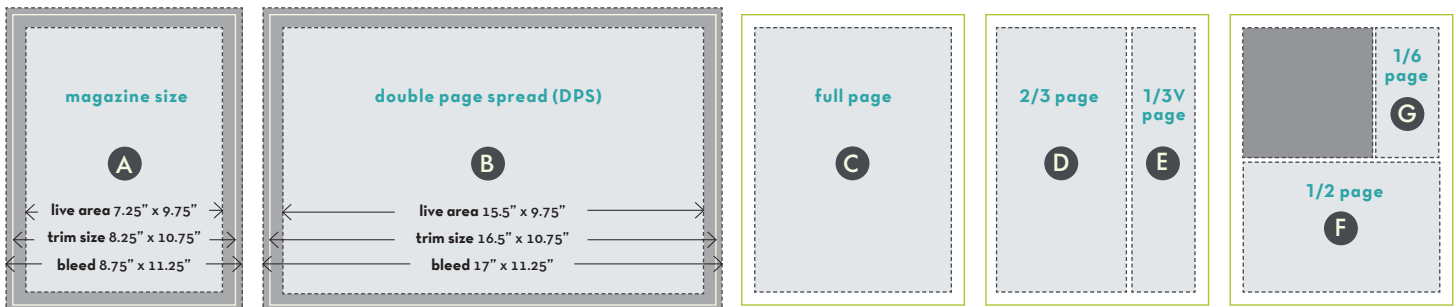


# PRINT ADVERTISING SPECS

SIZE	<i>picas</i>	DIMENSIONS	<i>inches</i>
<b>A</b> magazine size (trim size)*	49p6 x 64p6	8.25 x 10.75	
<b>B</b> double page spread (DPS)*	99p0 x 64p6	16.50 x 10.75	
<b>C</b> full page*	43p6 x 58p6	7.25 x 9.75	
<b>D</b> 2/3 page vertical	28p9 x 58p6	4.792 x 9.750	
<b>E</b> 1/3 page vertical	14p0 x 58p6	2.333 x 9.750	
<b>F</b> 1/2 page horizontal	43p6 x 28p9	7.250 x 4.792	
<b>G</b> 1/6 page vertical	14p0 x 28p9	2.333 x 4.792	

\*BLEED: Add at least 1p6 (1/4 inch) around MAGAZINE TRIM.



**ACCEPTED FILE FORMATS** are EPS or InDesign. Please ensure all images are embedded/ packaged with your artwork and **fonts are converted to outlines**. A low-resolution PDF of your ad is also required to serve as our reference.

**IMAGES** In order to maintain quality, all images should be submitted at 300 dpi at full placement size. All images should be in **CMYK** mode and **TIFF** format. No RGB, LAB, PMS colours or embedded colour profiles (such as ICC profiles).

**PRODUCTION NOTES** Half-, quarter-, two-thirds-, one-third- or one-sixth-page ads DO NOT require bleed. Safe zone – all live elements must be at least 0.25" from trim on all sides. Registration marks and colour bars are not necessary. Perfect alignment of text or design across the gutter of two facing pages cannot be guaranteed.

Files that are not sent in the above formats will incur set-up charges of \$95/hr.



**UPLOAD** all ad materials via  
[www.hightail.com/u/smgARTWORK](http://www.hightail.com/u/smgARTWORK)