

2018 MH BOOKAZINES	SPACE CLOSE	MATERIALS CLOSE	ON-SALE
NO GYM REQUIRED	12/27/2017	01/02/2018	02/13/2018
BIG MUSCLE	03/28/2018	04/03/2018	05/15/2018
TBD	06/27/2018	07/03/2018	08/14/2018
TBD	08/08/2018	08/14/2018	09/25/2018
2019 TRAINING GUIDE	10/10/2018	10/16/2018	11/27/2018

The following information specifies the **size and type of file formats, proofs and media we accept, general guidelines and contact information:**

	LIVE	TRIM	BLEED
PAGE	6.5" x 10"	7" x 10.5"	7.25" x 10.75"
SPREAD	13" x 10"	14" x 10.5"	14.5" x 10.75"

Note – Gutter allowance per page .5", total 1"

#### DETAILS

- On-sale for 3 months
- Average distribution of 300,000
- Cover price: \$9.99

#### MATERIAL REQUIREMENTS

Electronic advertising file delivery available at

[www.adshuttle.com/Rodale](http://www.adshuttle.com/Rodale)

Choose Publication: MH Bookazines

Choose Correct Issue as listed above

#### DIGITAL FILE FORMATS

Accepted File Format:

PDF/X-1A:2001, version 1.3

File must be PDF/X-1a:2001 compliant. Scanned images must be high resolution (300 dpi), CMYK (no spot colors, RGB, LAB, or ICC color profiles).

#### GENERAL FILE REQUIREMENTS

File to contain only 1 page or 1 spread. The page size must be consistent from page to page. Pages must be created to include bleed when required. All required trapping should be done prior to creating the file.

Include quality control patch (color bars) outside bleed dimension. All marks (trim, bleed, center) should be included in all colors.



#### PROOF INFO

Men's Health Bookazines utilizes Virtual Proofing technology. Hard copy guidance is no longer required. If you would like to purchase a confirming proof, for your own internal purposes, please call QuadArm at 1-866-276-2368.

#### PRODUCTION COSTS

The 15% commission will be forfeited if we produce your ad or re-create your digital file to meet press compliance.

#### PRODUCTION SPECS/DUE DATES

For all ad specifications and material due dates, contact:

Cindy Wenrich  
610-967-8214  
[cywenrich@qg.com](mailto:cywenrich@qg.com)

#### FOR MORE INFORMATION:

Contact your sales representative or Vice President/Publisher Chris Peel at 212.808.1716 or [Chris.Peel@rodale.com](mailto:Chris.Peel@rodale.com).