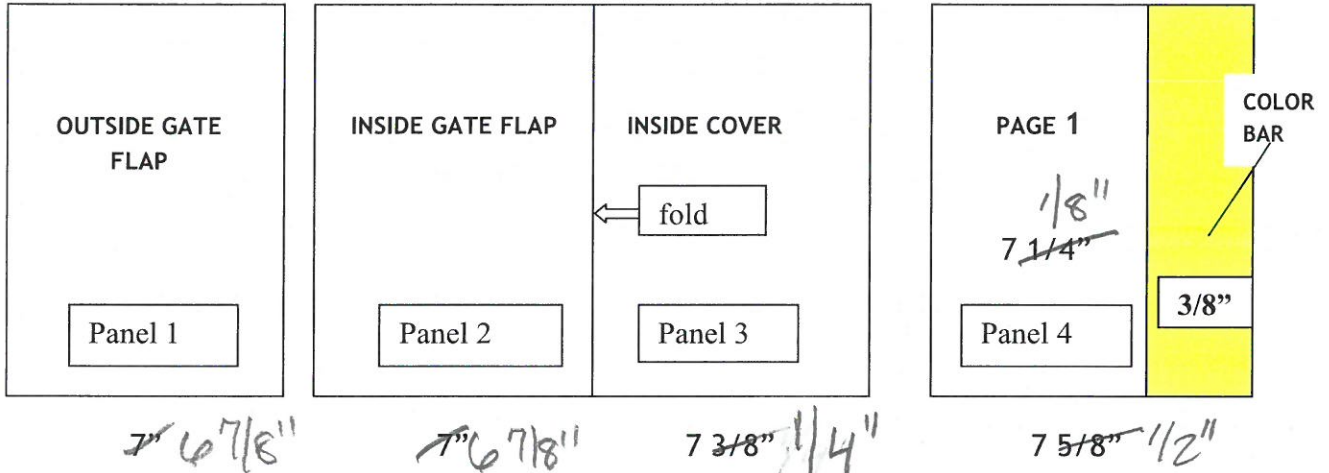


# Car and Driver

## Cover Gatefold Specifications



There will be a  $3/8''$  wide color bar appearing at the face edge of page one. Edit will determine the color of the color bar.

### HEIGHT FOR ALL PAGES

Bleed:  $10 \frac{3}{4}''$

Trim:  $10 \frac{1}{2}''$

Live:  $10''$

### OUTSIDE GATE FLAP

Bleed:  $7 \frac{1}{4}''$   $7 \frac{1}{8}''$

Trim:  $7''$   $6 \frac{7}{8}''$

Live:  $6 \frac{1}{2}''$   $6 \frac{1}{4}''$

### PAGE 1 OF THE MAGAZINE

Bleed:  $7 \frac{7}{8}''$  (includes  $1/8''$  bleed on left edge and  $1/8''$  of color bar on right edge)

Trim:  $7 \frac{5}{8}''$  (ad space is  $7 \frac{1}{4}''$  +  $3/8''$  for color bar on right edge)

Live:  $7 \frac{1}{8}''$   $7''$   $1/8''$

### INSIDE GATE FLAP AND INSIDE COVER COMBINED

Bleed:  $14 \frac{5}{8}''$  (bleed on outside edges, no bleed on the fold edge)

Trim:  $14 \frac{3}{8}''$   $14 \frac{1}{8}''$

Live:  $13 \frac{7}{8}''$   $13 \frac{5}{8}''$

SEND ALL AD FILES THROUGH THE AD SUBMISSION GATEWAY – LINK BELOW – NEW USERS MUST REGISTER:

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For all other production questions please contact Jackie Beck @ 212-649-3720  
([jpbeck@hearst.com](mailto:jpbeck@hearst.com))