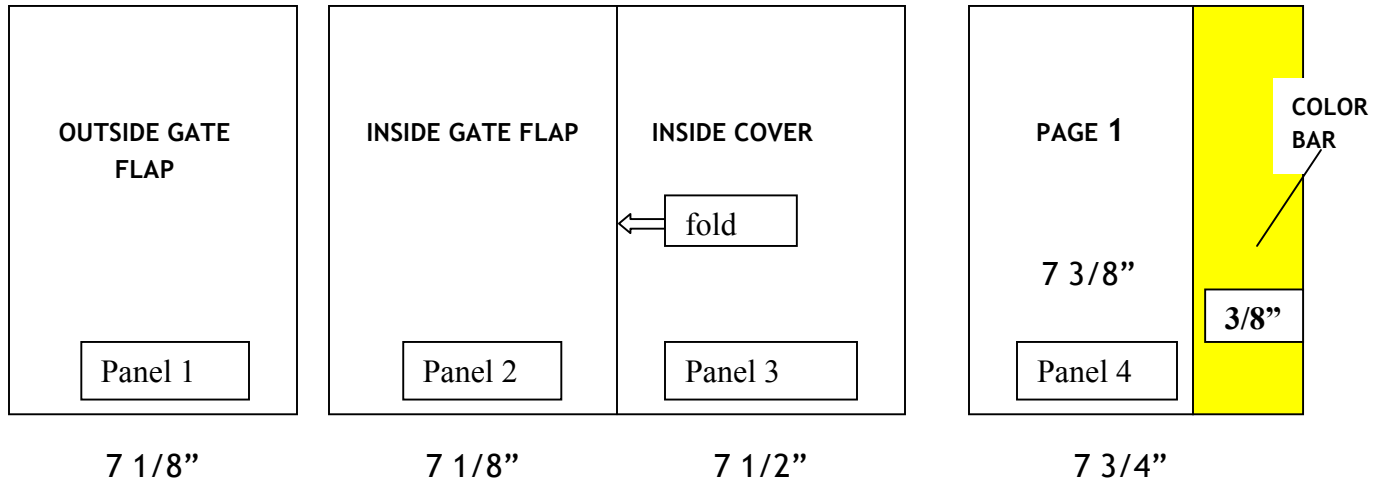


# Popular Mechanics

## Cover Gatefold Specifications



There will be a  $\frac{3}{8}$ " 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"

### PAGE 1 OF THE MAGAZINE

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

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

Live:  $7\frac{1}{4}$ "

### OUTSIDE GATE FLAP

Bleed:  $7\frac{3}{8}$ "

Trim:  $7\frac{1}{8}$ "

Live:  $6\frac{5}{8}$ "

### INSIDE GATE FLAP AND INSIDE COVER COMBINED

Bleed:  $14\frac{7}{8}$ " (bleed on outside edges, no bleed on the fold edge)

Trim:  $14\frac{5}{8}$ "

Live:  $14\frac{1}{8}$ "

**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 Karen Nazario @ 212-649-3293  
([knazario@hearst.com](mailto:knazario@hearst.com)) or Lynn Scaglione @ 212-649-3628 ([loscaglione@hearst.com](mailto:loscaglione@hearst.com))**