

# PRODUCTION GUIDELINES: 2017

## MAGAZINE SPECS

**Trim Size** 8" Wide x 10 7/8" High

**Live Area** 1/4" From All Trim Edges

**Bleed** 1/8" All Around and Gutter

**Non Bleed** 7 1/2" x 10 3/8"

**Trim Crop Marks** Positioned outside bleed area by 0.125"

**Binding** Perfect Bound

**Jog Position** Foot

## TABLET SPECS (EFT)

Full Page Static Ad Format : Portrait Orientation Only : PDF X-1A  
**Size** 5.82" x 7.76" (Portrait Only)

**Live Area** 4.82" x 7.76" (To repurpose for 16:9-ratio Android devices, 0.5" will be cropped from both sides of the creative.)

**Minimum PPI** 300

**Color Space** CMYK Preferred

## AD SPECS (Applicable as of March 2017)

Ad Size	Bleed	Trim	Live Area
Spread	16.25" x 11.125"	16.0" x 10.875"	15.5" x 10.375"
Full Page	8.25" x 11.125"	8.0" x 10.875"	7.5" x 10.375"
2/3 Vertical	5.625" x 11.125"	5.375" x 10.875"	4.875" x 10.375"
1/2 Vertical	4.125" x 11.125"	3.875" x 10.875"	3.375" x 10.375"
1/2 Horizontal	8.25" x 5.5"	8.0" x 5.25"	7.5" x 4.75"
1/2 Horizontal Spread	16.25" x 5.5"	16.0" x 5.25"	15.5" x 4.75"
1/3 Vertical	2.75" x 11.125"	2.5" x 10.875"	2.0" x 10.375"
1/3 Square	5.625" x 5.5"	5.375" x 5.25"	4.875" x 4.75"

## PRODUCTION CONTACT

For ad specs, material extensions, and all other production-related questions, please contact:

**Zachary Smith**  
zachary.smith@pubworx.com  
212.450.7110

## INSERTS CONTACT\*

For insert questions, including trim size, paper stock and delivery instructions, please contact:

**Phyllis Dinowitz**  
phyllis.dinowitz@pubworx.com  
212.450.0982

*\*All inserts MUST be approved by Production PRIOR TO PRINTING*

## ADVERTISING MATERIALS

**File Submission:** Log on to <http://ads.hearst.com>  
Via the Ad Shuttle Digital Materials Required: PDF/X-1A (Vector) 300 DPI

Hard copy color guidance is no longer required. If you opt to use a proof for your internal color approval, please visit [ads.hearst.com](http://ads.hearst.com) for current recommended SWOP proofing information.