

Magazine trim size is 8" x 10⁷/₈". Line Screen: 150. Safety: Keep live matter 1/4" from trim and gutter.

STANDARD SIZE Advertisements	LIVE AREA	TRIM	BLEED
Full Page	7.5" x 10.375"	8" x 10.875"	8.25" x 11.125"
Spread	15.5" x 10.375"	16" x 10.875"	16.5" x 11.125"
1/2 Page Horizontal Spread	15.5" x 4.75"	16" x 5.25"	16.5" x 5.5"
1/2 Page Horizontal	7.5" x 4.75"	8" x 5.25"	8.25" x 5.5"
1/2 Page Vertical	3.375" x 10.375"	3.875" x 10.875"	4.125" x 11.125"
2/3 Page Vertical	4.5" x 10.375"	5" x 10.875"	5.25" x 11.125"
1/3 Page Vertical	2.25" x 10.375"	2.75" x 10.875"	3" x 11.125"

MATERIAL REQUIREMENTS

Electronic advertising file delivery available at www.adshuttle.com/rodale. E-mailing files is not acceptable.

DIGITAL FILE FORMATS

Accepted File Formats:

PDF/X-1a:2001, version 1.3

General File Requirements:

Scanned images must be high resolution (300 dpi), CMYK (no spot colors, RGB, LAB, or ICC color profiles). 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 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

DIGITAL EDITIONS

National print advertisers are automatically opted in to all digital editions. Should an advertiser wish to opt out, it should be noted on their Insertion Order. No new materials are required for digital editions. For all standard units, we will utilize the original supplied files Straight From Print.

STANDARD SIZE Advertisements	LIVE AREA	TRIM	BLEED
Outside/Inside Cover Gate Leaf	6.875" x 10.375"	7.375" x 10.875"	7.625" x 11.125"
C2 with Gate (anchor page)	7.25" x 10.375"	7.75" x 10.875"	8" x 11.125"
Color Bar/ROB, page 1 (supplied by Publisher)	.625 before trimming	.5 after trimming	
	PAGES	FINAL TRIM	
4-Page Body Gate	pages 1 & 4 (anchor)	7.75" X 10.875"	
	pages 2 & 3 (gateleaf)	7.375" X 10.875"	

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PRODUCTION SPECS/ DUE DATES

For all ad specifications and material due dates contact:

Karen Stinner
(610) 967-8009
kstinner@qq.com