

MECHANICAL REQUIREMENTS

AD SUBMISSION/DIGITAL FILE REQUIREMENTS

For the most recent digital requirements and to submit files please visit <http://ads.hearst.com>.

GENERAL NOTES

If material supplied does not conform to REDBOOK's printing requirements, advertiser must furnish new material or assume any alteration expenses incurred. Please note, extensions on advertising material may impede our ability to properly inspect this furnished material due to scheduling considerations. Original material left in Publisher's possession will be destroyed at the end of 12 months, unless Publisher receives definite advice regarding its disposal.

5TH COLORS

PMS matched and metallic colors are available on a limited basis. Contact your REDBOOK Account Manager for details.

TRIM SIZE: 7 3/4" W X 10 1/2" H

- Safety from trim: 1/4"
- Bleed: 1/8"
- Binding: Perfect Bound
- Jog position: Foot
- Cover stock: N/S 100# - SUBS 70#
- Body stock: 38#
- Line screen: 133

SPREAD

Bleed	15 3/4" x 10 3/4"
Trim	15 1/2" x 10 1/2"
Live / Non-Bleed	15" x 10"

FULL-PAGE

Bleed	8" x 10 3/4"
Trim	7 3/4" x 10 1/2"
Live / Non-Bleed	7 1/4" x 10"

2/3 VERTICAL

Bleed	5 1/4" x 10 3/4"
Trim	5" x 10 1/2"
Live / Non-Bleed	4 1/2" x 10"

1/2 VERTICAL

Bleed	3 7/8" x 10 3/4"
Trim	3 5/8" x 10 1/2"
Live / Non-Bleed	3 1/8" x 10"

1/2 HORIZONTAL

Bleed	8" x 5 3/8"
Trim	7 3/4" x 5 1/8"
Live / Non-Bleed	7 1/4" x 4 5/8"

1/2 HORIZONTAL SPREAD

Bleed	15 3/4" x 5 3/8"
Trim	15 1/2" x 5 1/8"
Live / Non-Bleed	15" x 4 5/8"

1/3 PAGE VERTICAL

Bleed	2 5/8" x 10 3/4"
Trim	2 3/8" x 10 1/2"
Live / Non-Bleed	1 7/8" x 10"

1/3 SQUARE

Bleed	5 1/4" x 5 3/8"
Trim	5" x 5 1/8"
Live / Non-Bleed	4 1/2" x 4 5/8"



PRODUCTION CONTACTS

For supplied inserts, ad specs, material extensions and all other production related questions

Please Contact:

Karen Nazario

Premedia Account Manager

Phone: 212-450-7008

E-mail: Karen.Nazario@pubworx.com