

# RUNNER'S WORLD

## 2018 PRODUCTION

## CALENDAR SPECIFICATIONS REQUIREMENTS

RATE BASE: 660,000

AAM-AUDITED CIRCULATION: 677,743

FREQUENCY: 11X

SINGLE COPY PRICE: \$4.99

AVERAGE SUBSCRIPTION PRICE: \$18.59

SOURCE: AAM STATEMENT ENDED 6/30/17

## 2018 PRODUCTION CALENDAR

ISSUE	AD CLOSE	MATS DUE	ON-SALE DATE
JAN/FEB 2018	11/2/17	11/13/17	12/26/17
MARCH 2018	12/18/17	12/27/17	2/13/18
APRIL 2018	1/22/18	1/31/18	3/13/18
MAY 2018	2/26/18	3/7/18	4/17/18
JUNE 2018	3/26/18	4/4/18	5/15/18
JULY 2018	4/23/18	5/2/18	6/12/18
AUGUST 2018	5/25/18	6/5/18	7/17/18
SEPTEMBER 2018	6/22/18	7/3/18	8/14/18
OCTOBER 2018	7/23/18	8/1/18	9/11/18
NOVEMBER 2018	8/31/18	9/11/18	10/23/18
DECEMBER 2018	10/1/18	10/10/18	11/20/18

Closing date represents deadline for insertion order. Subject to change.

## SPECIFICATIONS

PUBLICATION TRIM SIZE: 7 7/8" x 10 1/2"

BINDING: Perfect

LINE SCREEN: 150

AD SIZE	NON-BLEED	BLEED	LIVE AREA	TRIM
Full page	7" x 9 5/8"	8 1/8" x 10 3/4"	7 3/8" x 10"	7 7/8" x 10 1/2"
2-page spread	14" x 9 5/8"	16 1/8" x 10 3/4"	15 1/4" x 10"	15 3/4" x 10 1/2"
2/3 page	4 1/2" x 9 5/8"	5 1/4" x 10 3/4"	4 1/2" x 10"	5" x 10 1/2"
1/2 page horiz.	7" x 4 3/4"	8 1/8" x 5 3/8"	7 3/8" x 4 5/8"	7 7/8" x 5 1/8"
1/2 page spread	14" x 4 3/4"	16 1/8" x 5 3/8"	15 1/4" x 4 5/8"	15 3/4" x 5 1/8"
1/3 page vertical	2 1/4" x 9 5/8"	2 15/16" x 10 3/4"	2 3/16" x 10"	2 11/16" x 10 1/2"
1/3 page square	4 1/2" x 4 3/4"	5 1/4" x 5 3/8"	4 1/2" x 4 5/8"	5" x 5 1/8"

Safety: Keep live matter 1/4" from trim and gutter

## MATERIAL REQUIREMENTS

Electronic advertising file delivery available at [www.adshuttle.com/rodale](http://www.adshuttle.com/rodale). Please do not send back up file on disk after posting to Ad Shuttle. E-mailing files is not acceptable.

### PROOFS

Rodale utilizes Virtual Proofing technology for all titles. 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.

### ACCEPTED FILE FORMAT

PDF/X-1a:2001 - version 1.3

### GENERAL FILE REQUIREMENTS

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) within maximum dimension of ad file. All marks (trim, bleed, center) should be included in all colors.

### PDF/X-1a:2001 FILE REQUIREMENTS

File must be PDF/X-1a:2001 - version 1.3 Compliant. Scanned images must be high resolution (300 dpi), CMYK (no spot colors, RGB, LAB, or ICC color profiles), and saved in TIFF or EPS format. All fonts must be included and be Type 1 or 3 (no TrueType).

### 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.

### CONTACT INFO:

Any questions regarding ad specs and material due dates, contact: Kim Gallagher, Production Services Account Specialist  
610. 967. 7695 | [kagallagher@qg.com](mailto:kagallagher@qg.com)

Any questions regarding inserts or BRCs, contact: Kelly McDonald, Production Services Account Manager  
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