



# Production Requirements

## Magazine Specs



**Trim Size:** 9" x 10<sup>7</sup>/<sub>8</sub>"  
**Safety From Trim:** 1/4"  
**Bleed:** Positioned 1/8" from trim  
**Trim Crop Marks:** Positioned outside bleed area by 1/8"  
**Binding:** Perfect Bound  
**Jog Position:** Foot

Ad Size	Bleed	Trim	Live/Non-Bleed
<b>Spread</b>	18 <sup>1</sup> / <sub>4</sub> " x 11 <sup>1</sup> / <sub>8</sub> "	18" x 10 <sup>7</sup> / <sub>8</sub> "	17 <sup>1</sup> / <sub>2</sub> " x 10 <sup>3</sup> / <sub>8</sub> "
<b>Full page</b>	9 <sup>1</sup> / <sub>4</sub> " x 11 <sup>1</sup> / <sub>8</sub> "	9" x 10 <sup>7</sup> / <sub>8</sub> "	8 <sup>1</sup> / <sub>2</sub> " x 10 <sup>3</sup> / <sub>8</sub> "
<b>2/3 vertical</b>	5 <sup>3</sup> / <sub>4</sub> " x 11 <sup>1</sup> / <sub>8</sub> "	5 <sup>1</sup> / <sub>2</sub> " x 10 <sup>7</sup> / <sub>8</sub> "	5" x 10 <sup>3</sup> / <sub>8</sub> "
<b>1/2 vertical</b>	4 <sup>5</sup> / <sub>8</sub> " x 11 <sup>1</sup> / <sub>8</sub> "	4 <sup>3</sup> / <sub>8</sub> " x 10 <sup>7</sup> / <sub>8</sub> "	3 <sup>7</sup> / <sub>8</sub> " x 10 <sup>3</sup> / <sub>8</sub> "
<b>1/2 horizontal</b>	9 <sup>1</sup> / <sub>4</sub> " x 5 <sup>1</sup> / <sub>2</sub> "	9" x 5 <sup>1</sup> / <sub>4</sub> "	8 <sup>1</sup> / <sub>2</sub> " x 4 <sup>3</sup> / <sub>4</sub> "
<b>1/2 horizontal spread</b>	18 <sup>1</sup> / <sub>4</sub> " x 5 <sup>1</sup> / <sub>2</sub> "	18" x 5 <sup>1</sup> / <sub>4</sub> "	17 <sup>1</sup> / <sub>2</sub> " x 4 <sup>3</sup> / <sub>4</sub> "
<b>1/3 vertical</b>	3 <sup>1</sup> / <sub>8</sub> " x 11 <sup>1</sup> / <sub>8</sub> "	2 <sup>7</sup> / <sub>8</sub> " x 10 <sup>7</sup> / <sub>8</sub> "	2 <sup>3</sup> / <sub>8</sub> " x 10 <sup>3</sup> / <sub>8</sub> "
<b>1/3 square</b>	5 <sup>7</sup> / <sub>8</sub> " x 5 <sup>1</sup> / <sub>2</sub> "	5 <sup>5</sup> / <sub>8</sub> " x 5 <sup>1</sup> / <sub>4</sub> "	5 <sup>1</sup> / <sub>8</sub> " x 4 <sup>3</sup> / <sub>4</sub> "
<b>Full-page inserts</b>	9 <sup>1</sup> / <sub>4</sub> " x 11 <sup>1</sup> / <sub>8</sub> "	9" x 10 <sup>7</sup> / <sub>8</sub> "	8 <sup>1</sup> / <sub>2</sub> " x 10 <sup>3</sup> / <sub>8</sub> "

For materials shipping address, proofing requirements and file specifications, please visit <http://ads.hearst.com>. Files must be submitted through this website as final PDF/X-1a 1.3 version 2001 files only; no CDs.

## Production Contacts

**For ad specs, material extensions and all other production-related questions, contact:**  
 Adam Bassano  
 abassano@hearst.com  
 (212) 649-3745

**For insert questions, contact:**  
 Julie Bosco  
 jbosco@hearst.com  
 (212) 649-3723

**Send all supplied inserts\* to:**  
 Brown Printing  
 2300 Brown Avenue  
 Waseca, MN 56093  
 Attn: Angie Storvick,  
 Account Representative  
 (507) 835-0311

\*All inserts jog to foot. Must be delivered directly to Brown Printing.

FOR THE MOST RECENT DIGITAL REQUIREMENTS, AND TO SUBMIT FILES, PLEASE VISIT [HTTP://ADS.HEARST.COM](http://ads.hearst.com).