



Production Requirements

Starting with Winter[Feb] 2018

BLEED: .125

TRIM SIZE: 8.25 X 10.875

SAFETY FROM TRIM: .25

BINDING: Perfect Bound

JOG POSITION: Foot

LINE SCREEN: 200

Unit Size	Bleed	Trim Size	Live/Non-Bleed
Spread	16.75 X 11.125	16.5 X 10.875	16 X 10.375
Full Page	8.5 X 11.125	8.25 X 10.875	7.75 X 10.375
2/3 Page (vertical)	5.625 X 11.125	5.375 X 10.875	4.875 X 10.375
1/2 Page (horizontal)	8.5 X 5.5	8.25 X 5.25	7.75 X 4.75
1/2 Page (vertical)	4.25 X 11.125	4 X 10.875	3.5 X 10.375
1/2 Page (horiz spread)	16.75 X 5.5	16.5 X 5.25	16 X 4.75
1/3 (vertical)	2.75 X 11.125	2.5 X 10.875	2 X 10.375
1/3 (square)	5.625 X 5.5	5.375 X 5.25	4.875 X 4.75

For complete advertising specifications, and to submit your ads electronically, go to:
<http://ads.hearst.com>

Production Contacts:

For ad specs, material extensions and all other production related questions, please contact: Deidra Robinson
Premedia Account Manager
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212-450-7004

For insert questions, please contact
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