

Ad Dimensions

Ad Sizes	Width	Height
Magazine Trim Size	7-7/8"	10-1/2"
2-page Spread (live area)	15"	10"
2-page Spread (w/bleed)	16"	10-3/4"
Full Page (live area)	7"	10"
Full Page (w/bleed)	8-1/8"	10-3/4"
2/3 Vertical	4-1/2"	10"
1/2 Horizontal	7"	4-5/8"
1/2 Vertical	3-3/8"	10"
1/2 Island	4-1/2"	7-1/2"
1/3 Square	4-1/2"	4-5/8"
1/3 Vertical	2-1/8"	10"
1/4 Square	3-3/8"	4-5/8"

Requirements

TRIM/LIVE/BLEED FULL PAGE AD INSTRUCTION DETAILS:

- Magazine Trim Size: 7-7/8" x 10-1/2"
- Keep all live area .25" from trim on each side.
- Add .125" to each side from trim for full page bleed.

2-PAGE SPREAD AD INSTRUCTIONS:

- 2-page spread ads, output as single spread PDF.

PREFERRED FILE FORMAT:

- Adobe PDF job setting PDF/X-1a:2001.

PLEASE NOTE: Standard bleed, trim and crop marks should appear .25" outside output area.

COLOR: CMYK mode that meets SWOP standards.

DPI: 300 dpi minimum.

Artwork Contact

Kelly Jones, Production Director

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TRANSMISSION: Email ad materials directly to kjones@peerlessmedia.com or upload your hi-res PDF to ads4peerless.ehpub.com

Artwork Deadlines

JAN	FEB	MAR	APR	MAY	JUN
12/12/23	1/16/24	2/13/24	3/19/24	4/16/24	5/14/24
JUL	AUG	SEP	OCT	NOV	DEC
6/18/24	7/16/24	8/13/24	9/17/24	10/15/24	11/12/24

Creative extensions are given upon request