

MECHANICAL REQUIREMENTS

MAGAZINE TRIM SIZE

7.875" x 10.5"

BINDING METHOD

Saddle Stitch

PRINTING PROCESS

Web Offset

| | BLEED | NON-BLEED |
|------------------------------|-----------------|---------------|
| SPREAD | 16" x 10.75" | 15.375" x 10" |
| FULL PAGE (W/ COVERS) | 8.125" x 10.75" | 7.375" x 10" |

*Keep live matter 1/4" from the final trim.

FILE SPECIFICATIONS

▶ **PDF x-1a:** Acrobat 4.0 and up (PDF 1.3 all fonts embedded-use press options)

▶ ACCEPTED PROOFS

Digital halftone: Kodak Approval with color bars.

Inkjet: Iris or Dupont Waterproof with color bars, 2 proofs to accompany each ad.

▶ SPECIAL INSTRUCTIONS

Build page to trim and extend bleed beyond page edge. Do NOT apply style attributes. All elements to be placed at 100% with no rotation or cropping. Pantone colors must be in CMYK mode. DPI = 2400

▶ FONT INFORMATION

Font information should include manufacturer, font name and version. Use stylized fonts and do not apply style attributes to basic fonts.

▶ UPLOAD INFORMATION

www.adshuttle.com/TheWeek

▶ COLOR CALIBRATION

SWOP standards, GATF/SWOP-approved scales, targets and control patches. Include 5%, 25%, 50%, 95% and 100% Cyan, Yellow, Magenta and Black control patches.

▶ SEND MATERIALS TO

Advertising Production Department
THE WEEK Publications Inc.
55 West 39th Street, 5th Floor
New York, NY 10018

▶ PRODUCTION QUESTIONS

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