

## 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.

▶ **MEDIA TYPE**

CD-ROM/DVD for Mac  
FTP information available  
ftp.theweek.com  
user name: advertiser  
password: !advertiser!

▶ **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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