

# Advertising Specs

## Mechanical Specs

	BLEED SIZE	LIVE AREA	TRIM SIZE
SPREAD	15.25 x 10.75	14.5 x 10	15 x 10.5
FULL PAGE	7.75 x 10.75	7 x 10	7.5 x 10.5
1/2 HORIZONTAL	7.75 x 5.375	7 x 4.625	7.5 x 5.125
1/2 VERTICAL	3.875 x 10.75	3.125 x 10	3.625 x 10.5
1/2 ISLAND	–	4.375 x 7.5	4.375 x 7.5
1/3 VERTICAL	2.75 x 10.75	2 x 10	2.5 x 10.5
1/3 SQUARE	–	4.375 x 4.625	4.375 x 4.625
2/3 VERTICAL	5 x 10.75	4.25 x 10	4.75 x 10.5

NOTE: FOR BLEED SIZES, KEEP ALL NON-BLEED MATERIAL 1/4" FROM TRIM

## File Requirements

- › Required file format is PDF/X-1a 2001 (vector) 300 dpi
- › PDF/X-1a files must be CMYK. No spot colors. All fonts and images should be embedded. Don't apply style attributes to basic fonts
- › For instructions to create a PDF/X-1a go to <https://tmbi.sendmyad.com> - under HOME, select DASHBOARD then select VIEW FAQs
- › Trusted Media Brands, Inc. utilizes virtual proofing technology. A hard copy proof is not required. If you opt to use a SWOP proof for your internal color approval render at 100% of size

## Ad Portal Information

- › <https://tmbi.sendmyad.com>
  - Create an account or log in if an account is already established
  - Select "Send Files"
  - Select publication (i.e. *The Family Handyman*)
  - Select issue date (i.e. March 2017)
  - Do not use dashes, underscores or apostrophes when typing the name of your ad

## Production Contact

Leslie Kogan, Senior Manager, Production, [leslie.kogan@trustedmediabrands.com](mailto:leslie.kogan@trustedmediabrands.com) or 914 244 5433

# Production Dates & Rates

## Production Schedule

ISSUE	AD CLOSE	MATERIALS DUE	ON-SALE
MARCH	12/13/17	12/15/17	02/20/18
APRIL	01/12/18	01/16/18	03/20/18
MAY	02/14/18	02/16/18	04/24/18
JUNE	03/21/18	03/23/18	05/22/18
JULY/AUGUST	04/18/18	04/20/18	06/19/18
SEPTEMBER	06/20/18	06/22/18	08/21/18
OCTOBER/NOVEMBER	07/25/18	07/27/18	09/25/18
WINTER	09/28/18	10/05/18	11/27/18

## Advertising Rates (Gross)

Rate Base: 1,200,000

	1 PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE	1/6 PAGE
4-COLOR	\$79,018	\$67,331	\$53,700	\$43,100	\$25,472
2-COLOR	\$71,603	\$52,046	\$39,739	\$28,588	\$15,656
B&W	\$61,787	\$46,746	\$37,089	\$25,716	\$13,950

NOTE: 2018 ADVERTISING RATES ARE SUBJECT TO CHANGE

## Covers (4-Color)

Cover 2: \$94,822

Cover 3: \$90,870

Cover 4: \$102,723

## Frequency Discount

3x: 2%

6x: 4%

10x: 7%

15x: 11%

ALL RATES ARE GROSS. **SPLIT RUNS:** CLOSING IS ONE WEEK PRIOR TO NORMAL CLOSE DATES. (ADDITIONAL MECHANICAL CHARGE INCURRED DEPENDING ON SPECIFICATIONS OF THE COPY SPLIT.) AREA COPY SPLITS, COPY TESTS, DEALER LISTINGS AND REGIONAL RATES ARE AVAILABLE UPON REQUEST. **AGENCY COMMISSION:** 15%. NET 30 DAYS. **CHANGES IN RATES:** ANNOUNCEMENT OF ANY CHANGE IN RATES WILL BE MADE AT LEAST 30 DAYS PRIOR TO THE PUBLICATION DATE OF THE FIRST ISSUE TO BE AFFECTED BY SUCH NEW RATES. **GENERAL CONDITIONS:** ALL ORDERS ARE ACCEPTED SUBJECT TO THE PUBLISHER'S GENERAL CONDITIONS. RATES AND DATES SUBJECT TO CHANGE.

**BUILD IT. FIX IT. LIVE IT!**

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the family  
**handyman**