Rates and Specs

ADVERTISING RATES

RATE BASE: 500,000

ESTIMATED TOTAL AUDIENCE: 7 million

FREQUENCY: 9X

FOUR-COLOR ADVERTISING RATES	GROSS
Full page	**$92,700**
2/3 page	**$77,300**
1/2 page	**$60,300**
1/3 page	**$41,800**
Cover 2	**$120,300**
Cover 3	**$102,000**
Cover 4	**$125,200**
BRC (standard sized, supplied)	**$74,200**
BRC (standard sized, we-print)	**$92,700**

Circulation includes the print and digital editions of the Magazine. Qualified full-run advertisements will run in both editions. See MAGAZINE ADVERTISING TERMS AND CONDITIONS for additional information, including opt-out and upgrade options.

TABLET AND ADVERTISING SPECIFICATIONS

Contact **Dana Storm Santiago 212.522.7092**

Note: Rates reflect planning rates until finalized.
Magazine issued 9x with a 6-week close for space reservation.
No charge for bleed.
BRC rate is for standard size BRCs (6" x 4.25").
All information is subject to change.

Source: MRI June 2017

CONTACT INFORMATION

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People EN ESPAÑOL

PRODUCTION SPECIFICATIONS

PRODUCTION SCHEDULE

ISSUE	March	April	May	June/July	Aug	Sept	Oct	NOV	Dec/Jan
AD CLOSE	12.26.17	1.22.18	2.19.18	3.26.18	5.21.18	6.25.18	7.23.18	8.27.18	9.24.18
MATERIALS DUE	12.26.17	1.22.18	2.19.18	3.26.18	5.21.18	6.25.18	7.23.18	8.27.18	9.24.18
ON SALE	2.2.18	3.2.18	4.6.18	5.4.18	6.29.18	8.3.18	9.7.18	10.5.18	11.2.18

GENERAL INFORMATION

Magazine trim size: 7 ⅞" x 10 ½"
Maximum tonal density: 300% with only one solid
Binding method: Saddle stitch and perfect bound*

Keep all crop marks and matter not intended to appear in printed ad ½" outside of magazine trim size. Keep all live matter within the live area indicated below. Type crossing the gutter should be positioned 1/16" from center fold on each page to provide 1/8" total separation.

DIMENSIONS	BLEED*	LIVE AREA	NON-BLEED	TRIM
Single page	8 ⅛" x 10 ¾"	7" x 10"	7" x 10"	7 ⅞" x 10 ½"
Spread	16¼" x 10 ¾"	15" x 10"	15" x 10"	15 ¾" x 10 ½"
½ Page horizontal spread	16¼" x 5 ¼"	15" x 4 ½"	15" x 4 ½"	15 ¾" x 5"
½ Page horizontal	8 ⅛" x 5 ¼"	7" x 4 ½"	7" x 4 ½"	7 ⅞" x 5"
½ Page vertical	4 ⅛" x 10 ¾"	3 ⅜" x 10"	3 ⅜" x 10"	3 ⅞" x 10 ½"
1 - Column (⅓ vertical)	3" x 10 ¾"	2 ⅛" x 10"	2 ⅛" x 10"	2 ¾" x 10 ½"
2 - Column (⅔ vertical)	5 ¼" x 10 ¾"	4 ¼" x 10"	4 ¼" x 10"	5" x 10 ½"
⅓ Page horizontal spread	16" x 3 ⅞"	15" x 3 ⅛"	15" x 3 ⅛"	15 ¾" x 3 ⅝"
⅓ Page horizontal	8 ⅛" x 3 ¾"	7" x 3 ⅛"	7" x 3 ⅛"	7 ⅞" x 3 ⅝"

*Bleed ads should be supplied at the bleed specs listed above and not at trim size.

FOR QUESTIONS ABOUT MATERIALS, CONTACT:
Sandra Volino (212) 522-6410 • sandra.volino@timeinc.com
Please visit **http://direct2time.timeinc.com/title/peopleenespanol/** for information on supplying digital files.

FOR INSERT AND SCENT STRIP OPPORTUNITIES:
Please contact your local sales representative.

PRODUCTION SPECIFICATIONS (CONTINUED)

DIGITAL AD SPECIFICATIONS

Materials required:
1 PDF/X-1a file sent via the Ad Portal

To use the Ad Portal, visit **http://direct2time.sendmyad.com/**
Native application files such as QuarkXPress, InDesign or Illustrator are not accepted.

Resolution: 2400 dpi for line work, between 200 and 400 dpi for images.

File must be laid out in portrait mode only, 100% size and no rotations. Maximum digital image area of digital file including crop/register marks, legends and CMYK color patches:

Single page   **11" x 17"**
Spread   **22" x 17"**

If ad has a 5th color, embed 5th color in PDF/X-1a. People en Español uses Virtual Proofing and no longer requires hard proofs. For additional information on file preparation, please visit **http://direct2time.timeinc.com/title/peopleenespanol/** and refer to the Virtual Proofing Guide.