

20
18

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

Monique Manso
Vice President, Brand Sales Director
212.522.0911
Monique.manso@meredith.com

Dana Storm Santiago
Brand Sales Manager
212.522.7092
Dana.Santiago@meredith.com

Michelle Matos-Becerra
Executive Director, Marketing
212.522.5066
Michelle.Matos-Becerra@meredith.com

Hansel López
Director, National Digital Sales
212.522.6816
Hansel.Lopez@meredith.com

ADVERTISING SALES OFFICES

Luis Alberto Solis	Luis.Solis@meredith.com	212.522.7046	New York
Laura Willis	Laura.Willis@meredith.com	212.522.1823	New York
Mary Anderson	mary.anderson4@meredith.com	312.321.7845	Chicago

People
EN ESPAÑOL

20
18

Rates and Specs

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 ⁷/₈" x 10 ¹/₂"
 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 ¹/₂" 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 ¹ / ₈ " x 10 ³ / ₄ "	7" x 10"	7" x 10"	7 ⁷ / ₈ " x 10 ¹ / ₂ "
Spread	16 ¹ / ₄ " x 10 ³ / ₄ "	15" x 10"	15" x 10"	15 ³ / ₄ " x 10 ¹ / ₂ "
¹ / ₂ Page horizontal spread	16 ¹ / ₄ " x 5 ¹ / ₄ "	15" x 4 ¹ / ₂ "	15" x 4 ¹ / ₂ "	15 ³ / ₄ " x 5"
¹ / ₂ Page horizontal	8 ¹ / ₈ " x 5 ¹ / ₄ "	7" x 4 ¹ / ₂ "	7" x 4 ¹ / ₂ "	7 ⁷ / ₈ " x 5"
¹ / ₂ Page vertical	4 ¹ / ₈ " x 10 ³ / ₄ "	3 ³ / ₈ " x 10"	3 ³ / ₈ " x 10"	3 ⁷ / ₈ " x 10 ¹ / ₂ "
1 - Column (¹ / ₃ vertical)	3" x 10 ³ / ₄ "	2 ¹ / ₈ " x 10"	2 ¹ / ₈ " x 10"	2 ³ / ₄ " x 10 ¹ / ₂ "
2 - Column (² / ₃ vertical)	5 ¹ / ₄ " x 10 ³ / ₄ "	4 ¹ / ₄ " x 10"	4 ¹ / ₄ " x 10"	5" x 10 ¹ / ₂ "
¹ / ₃ Page horizontal spread	16" x 3 ⁷ / ₈ "	15" x 3 ¹ / ₈ "	15" x 3 ¹ / ₈ "	15 ³ / ₄ " x 3 ⁵ / ₈ "
¹ / ₃ Page horizontal	8 ¹ / ₈ " x 3 ³ / ₄ "	7" x 3 ¹ / ₈ "	7" x 3 ¹ / ₈ "	7 ⁷ / ₈ " x 3 ⁵ / ₈ "

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

FOR QUESTIONS ABOUT MATERIALS, CONTACT:

April Gross (515) 284-2375 • April.Gross@meredith.com

Please visit meredith.com/sites/default/files/PeopleEnEspañol_7.875x10.5.pdf for information on supplying digital files.

FOR INSERT AND SCENT STRIP OPPORTUNITIES:

Please contact your local sales representative.

People
EN ESPAÑOL

20
18

Rates and Specs

PRODUCTION SPECIFICATIONS (CONTINUED)

DIGITAL AD SPECIFICATIONS

Materials required:

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

To use the Ad Portal, visit meredith.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 meredith.com/sites/default/files/PeopleEnEspañol_7.875x10.5.pdf and refer to the Virtual Proofing Guide.