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# Rates and Specs

## ADVERTISING RATES

**RATE BASE:** 500,000

**ESTIMATED  
TOTAL AUDIENCE:** 7 million

**FREQUENCY:** 9X

### FOUR-COLOR ADVERTISING RATES      GROSS

Full page	<b>\$96,700</b>
2/3 page	<b>\$80,600</b>
1/2 page	<b>\$62,900</b>
1/3 page	<b>\$43,600</b>
Cover 2	<b>\$120,900</b>
Cover 3	<b>\$106,400</b>
Cover 4	<b>\$130,600</b>
BRC (standard sized, supplied)	<b>\$77,400</b>
BRC (standard sized, we-print)	<b>\$96,700</b>

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 2018

## CONTACT INFORMATION

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### ADVERTISING SALES OFFICES

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People  
EN ESPAÑOL

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## PRODUCTION SPECIFICATIONS

### PRODUCTION SCHEDULE

ISSUE	March	April	May	June/July	Aug	Sept	Oct	NOV	Dec/Jan
<b>AD CLOSE &amp; MATERIALS DUE</b>	12.2.18	1.21.19	2.18.19	3.25.19	5.20.19	6.24.19	7.29.19	8.26.19	9.23.19
<b>ON SALE</b>	2.1.19	3.1.19	4.5.19	5.3.19	6.28.19	8.2.19	9.6.19	10.4.19	11.1.19

### 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](http://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.



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# *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/](http://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](http://meredith.com/sites/default/files/PeopleEnEspañol_7.875x10.5.pdf) and refer to the Virtual Proofing Guide.