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# Rates and Specs

## ADVERTISING RATES

**RATE BASE:** 500,000

**ESTIMATED  
PRINT AUDIENCE:** 7 million

**FREQUENCY:** 9X

### FOUR-COLOR ADVERTISING RATES      GROSS

|                                |                  |
|--------------------------------|------------------|
| Full page                      | <b>\$100,900</b> |
| 2/3 page                       | <b>\$84,100</b>  |
| 1/2 page                       | <b>\$65,600</b>  |
| 1/3 page                       | <b>\$45,500</b>  |
| Cover 2                        | <b>\$126,100</b> |
| Cover 3                        | <b>\$111,000</b> |
| Cover 4                        | <b>\$136,200</b> |
| BRC (standard sized, supplied) | <b>\$80,700</b>  |
| BRC (standard sized, we-print) | <b>\$100,900</b> |
| BRC (oversized, supplied)      | <b>\$90,900</b>  |
| BRC (oversized, we-print)      | <b>\$116,100</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 **Veronica Wilson**  
**212.522.0195**

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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## PRODUCTION SPECIFICATIONS

### PRODUCTION SCHEDULE

| ISSUE                               | March | April | May  | June/July | Aug  | Sept | Oct  | NOV   | Dec/Jan |
|-------------------------------------|-------|-------|------|-----------|------|------|------|-------|---------|
| <b>AD CLOSE &amp; MATERIALS DUE</b> | 1.6   | 2.3   | 3.2  | 3.30      | 5.18 | 6.29 | 8.3  | 9.4   | 10.26   |
| <b>ON SALE</b>                      | 2.14  | 3.13  | 4.10 | 5.8       | 6.26 | 8.7  | 9.11 | 10.23 | 12.4    |

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

**Katie Tuttle** (515) 284-2117 • [Katie.Tuttle@meredith.com](mailto:Katie.Tuttle@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.