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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	\$104,000
2/3 page	\$86,700
1/2 page	\$67,600
1/3 page	\$46,900
Cover 2	\$129,900
Cover 3	\$114,400
Cover 4	\$140,300
BRC (standard sized, supplied)	\$83,200
BRC (standard sized, we-print)	\$104,000
BRC (oversized, supplied)	\$93,700
BRC (oversized, we-print)	\$119,600

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 2019

CONTACT INFORMATION

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PRODUCTION SPECIFICATIONS

PRODUCTION SCHEDULE

ISSUE	March	April	May	June/July	Aug	Sept	Oct	NOV	Dec/Jan
AD CLOSE & MATERIALS DUE	1.6	2.3	3.2	3.30	5.18	6.29	8.3	9.4	10.26
ON SALE	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 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" 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 3/8"
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 3/8"

*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
 Please visit meredith.com/sites/default/files/PeopleEnEspanol_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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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.