

## Advertising Specifications & Mechanical Requirements

	TRIM SIZE	LIVE AREA	BLEED SIZE
Spread	15.50" x 10.50"	15" x 10"	15.75" x 10.75"
Full Page	7.75" x 10.50"	7.25" x 10"	8" x 10.75"
1/2 Horizontal	7.75" x 5.125"	7.25" x 4.625"	8" x 5.375"
1/2 Horizontal Spread	15.50" x 5.125"	15" x 4.625"	15.75" x 5.375"
1/3 Horizontal	7.75" x 3.50"	7.25" x 3"	8" x 3.75"
1/3 Vertical	2.5625" x 10.50"	2.125" x 10"	2.8125" x 10.75"
2/3 Vertical	5.1875" x 10.50"	4.6875" x 10"	5.4375" x 10.75"
1/3 Horizontal Spread	15.50" x 3.50"	15" x 3"	15.75" x 3.75"
Digest Size Specials	5.25" x 7.75"	4.75" x 7.25"	5.50" x 8"
Bonus Books	5" x 7"	4.50" x 6.50"	5.25" x 7.25"

### FILE & MECHANICAL REQUIREMENTS:

- Acceptable File Format: PDFX1A
- The bleed dimensions account for 1/8" trim on all four sides
- Keep live matter 1/4" from trim on all sides
- Allow 1/4" safety at gutter of each page for type across gutter
- Perfect alignment of type or design across gutter of two facing pages cannot be guaranteed
- Magazine is saddle stitched
- Offset all crop marks .125"
- Follow SWOP for all materials
- Total density should not exceed SWOP, which is 300%
- Files should comply with SWOP standards between 200-400 dpi; Line Work at 2400 dpi
- Images for 4/C ads must be submitted as final high resolution CMYK files; Pantone or RGB colors will cause the file to be rejected and a new file re-submitted

### PROOF REQUIREMENTS:

- Provide (1) SWOP approved color contract proof and (1) laser created from the file being submitted
- Proof must meet all SWOP specifications and must include a 6mm 5%, 25%, 75% and 100% CMYK patch grip for quality color
- A label sheet specifying the type of proofing device should accompany each proof, along with the name and phone number of the contact person

### FOR SUBMITTING MATERIAL:

- All ads must be uploaded via our ad portal:  
<http://rda.adventcheck.com>
- All files must be supplied as a PDF/X-1a (refer to [www.prepressure.com/pdf/basics/pdfx-1a](http://www.prepressure.com/pdf/basics/pdfx-1a) for reference on creating a proper pdf)
- Advertiser must include trim box data when creating layout document
- It's the advertiser's responsibility to download and review the preflight report and approve the uploaded file

### FOR PRODUCTION QUESTIONS & SUBMITTING HARD COPY PROOFS, PLEASE CONTACT:

**Taste of Home Media Group**  
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