



# Magazine Advertising Specs

Please submit materials through the **Client Portal**

**or**

directly to your **Account Executive**.

For material submission & other client services visit:  
[webmediagroup/clientportal](http://webmediagroup/clientportal)

If you need help accessing the Client Portal, try resetting your password or contact your Account Executive for login information.

## CREATIVE CONTACT

Please email  
**webproduction**  
[@webmediagroup.com](mailto:@webmediagroup.com)  
with creative questions

### Publication Ad Sizes:

- ◆ Two-page spread
- ◆ Full page
- ◆ 2/3 Page
- ◆ Half page (Horz/Vert)
- ◆ 1/3 page
- ◆ 1/6 Page (Horz/Vert)

#### **TWO-PAGE SPREAD**

FULL BLEED:  
**17" x 11.125"**  
TRIM SIZE:  
**16.75" x 10.875"**  
LIVE AREA:  
**16.25" x 10.375"**  
(leave 1" minimum in the center without text/logos to allow for gutter)

#### **FULL PAGE BLEED**

FULL BLEED:  
**8.625" x 11.125"**  
TRIM SIZE:  
**8.375" x 10.875"**  
LIVE AREA:  
**7.875" x 10.375"**

**OR**

#### **FULL PAGE NON-BLEED**

**7.5" x 9.75"**

#### **TWO-THIRDS BLEED**

**5.5" x 11.125"**  
TRIM SIZE:  
**5.25" x 10.875"**  
LIVE AREA:  
**4.75" x 10.375"**  
**OR**  
**TWO-THIRDS NON-BLEED**  
**4.875" x 9.75"**

#### **HALF (H) BLEED**

**8.625" x 5.5"**  
TRIM SIZE:  
**8.375" x 5.25"**  
LIVE AREA:  
**7.875" x 4.75"**  
**OR**  
**HALF PAGE (H) NON-BLEED**  
**7.5" x 4.75"**

#### **HALF (V) BLEED**

**5.5" x 8.25"**  
TRIM SIZE:  
**5.25" x 8"**  
LIVE AREA:  
**4.75" x 7.5"**  
**OR**  
**HALF (V) NON-BLEED**  
**4.875" x 7.5"**

#### **THIRD (H) BLEED**

**5.5" x 5.5"**  
TRIM SIZE:  
**5.25" x 5.25"**  
LIVE AREA:  
**4.75" x 4.75"**  
**OR**  
**THIRD (H) NON-BLEED**  
**4.875" x 4.75"**

#### **THIRD (V) BLEED**

**3" x 11.125"**  
TRIM SIZE:  
**2.75" x 10.875"**  
LIVE AREA:  
**2.25" x 10.375"**  
**OR**  
**THIRD (V) NON-BLEED**  
**2.3125" x 9.75"**

#### **ONE-SIXTH PAGE (H)**

**4.875" x 2.3125"**  
**ONE-SIXTH PAGE (V)**  
**2.3125" x 4.75"**

- ◆ High-resolution, flattened PDF files with fonts embedded and no cropmarks are preferred
- ◆ We do not accept Canva, Word, PowerPoint or Publisher files.
- ◆ Bleed Specifications include a 0.125" Bleed

- ◆ Create ad at a minimum of 300 dpi and save in CMYK
- ◆ Convert all type to outlines
- ◆ Embed all images, graphics, fonts
- ◆ Be sure to flatten all artwork (including transparency)