

Men's Journal

MECHANICAL REQUIREMENTS

Binding Method

Perfect Bound

Trim Size

8" x 10-7/8"

Live Area

All type or graphics not intended to trim should be positioned 1/2" in from all bleed edges

Gutter Safety

Headlines - 1/4" each side of the gutter

Body Text - 1/4" each side of the gutter

Line Screen

133 Line Screen

Accepted Digital Files:

- PDF-X1A, native application files for back-up only
- Accepted media: CD-ROM (650 MB) or DVD
- One ad per file only
- Files must be composite (all colors on one page)
- Ad orientation: right reading, portrait mode (no rotations), 100% (actual size)
- Standard trim and bleed marks must be included in all separations
- All trapping and overprints must be included in file
- All Wenner Media publications print at 133 lpi (lines per inch)

- Wenner Media no longer accepts conventional CMYK films

Proof Guidelines

Three (4) SWOP standard proofs.

All Files Should Be Labeled With:

1. Advertiser/Client
2. Production Contact
 - Name & Phone Number
3. Adv. Agency Contact
 - Name & Phone Number
4. Vendor Contact
5. Return Address
6. List of Contents
7. Issue Printing

Digital File Delivery

<http://wennermediaads.pmtadvantage.com>

FULL PAGE

FULL PAGE SPREAD

1/2 PAGE HORIZONTAL

1/2 PAGE HORIZONTAL SPREAD

1/2 PAGE VERTICAL

2/3 PAGE VERTICAL

1/3 PAGE VERTICAL

1/3 PAGE SQUARE

FULL PAGE

FULL PAGE SPREAD

1/2 PAGE HORIZONTAL

1/2 PAGE HORIZONTAL SPREAD

1/2 PAGE VERTICAL

2/3 PAGE VERTICAL

1/3 PAGE VERTICAL

1/3 PAGE SQUARE

Ship Proofs Directly to:

Hudson Yards attn: Men's Journal

2501 McGavok Pike

Suite 1702

Nashville, TN 37214

Contact: Edgar Rodriguez 212.716.6807 or Jodi Reeves

615.365.20448 or Andy Kennedy 615.365.2069

All Other Questions and Inquiries:

Jessica Horowitz, Ad Production Coordinator

212.484.1794

jessica.horowitz@wennermedia.com

For Further Information:

www.wenneradspeccs.com

Bleed

8-1/4" x 11-1/8"

16-1/4" x 11-1/8"

8-1/4" x 5-1/2"

16-1/4" x 5-1/2"

4" x 11-1/8"

5-1/8" x 11-1/8"

2-3/4" x 11-1/8"

5-1/8" x 5-1/2"

Non-Bleed

7" x 10"

14" x 10""

7" x 4-7/8"

15" x 4-7/8"

3-1/2" x 10"

4-5/8" x 10"

2-1/4" x 10"

4-5/8" x 4-7/8"