

AD SIZE CHART

INCHES

SPACE	BLEED	NON-BLEED	TRIM	LIVE
SPREAD	18¼ x 11½	17 x 10	18 x 10⅞	17½ x 10⅝
FULL PAGE/COVER	9¼ x 11½	8 x 10	9 x 10⅞	8½ x 10⅝

MILLIMETERS

SPACE	BLEED	NON-BLEED	TRIM	LIVE
SPREAD	463.550 x 282.575	431.800 x 254	457.200 x 276.225	444.500 x 263.525
FULL PAGE/COVER	234.950 x 282.575	203.200 x 254	228.600 x 276.225	215.900 x 263.525

For cover gatefolds, please contact jasmine.chen@essentialhommemag.com for specifications.

PRINT & ADVERTISING SPECIFICATIONS

DIGITAL AD REQUIREMENTS

Media

All ad submissions must be PDF/x-1a files.

PDF/x-1a file requirements

All fonts MUST be embedded.

The color space must be CMYK or grayscale. No RGB, LAB or embedded color profiles (such as ICC profiles).

No files with PMS colors will be accepted without prior notification. Otherwise, all PMS colors MUST be converted to CMYK.

Maximum ink density: 300 total.

Resolution: 300 dpi.

*** Please send ad creative materials to Jasmine Chen,
jasmine.chen@essentialhommomag.com**

PROOF REQUIREMENTS

Certified SWOP3 supplied proof to:

Essential Publications U.S.

Attn: Production Department

14 East 4th Street, Suite 604

New York, NY 10012

Tel: (646) 707 - 0898 Fax: (646) 726 - 4653

All proofs should have clear identification of the type of proof it is and the name, address and phone number of the sender/pre-press service provider.

Preferred proof is Epson, running color managed SWOP 3 profiles, on type 2 substrate for the body and on type 1 substrate for covers.

All substrates must include the IDEAlliance Color Control Bar. To download color strip go to the Downloads in the dropdown menu in the Resources tab at <http://idealliance.org>.

In compliance with Essential Publications U.S. policy, you are required to submit a SWOP 3 certified proof. By choosing not to supply a SWOP certified proof with this ad submission the color reproduction of the ad will be based on industry standard best practices to achieve as accurate color as possible from the supplied digital file. If you do not supply a SWOP certified proof, a laser content proof will be required. Failure to submit a laser proof may jeopardize the final content within your ad.

PRINTING

Web offset (SWOP) perfect binding.

Publication trim size: 9" x 10 $\frac{1}{8}$ ".

Available: Inserts, French Gate Cover, Dot Whack, Reverse Gate Cover, Poster, 8 Page Rollout, Label Aire-Post-it, Scented Varnish, 8 Page Insert Book, Polybag, Bookmark Cover, 6 page Cover Gate with Die cut, 8 Page Gate, Magna Stripping. Bleed - no charge.

Safety

All live matter must be $\frac{1}{4}$ inch from trim on all sides.

Gutter Safety

13/16 inch on each side (total $\frac{3}{8}$ inch).

Knockout Type

Minimum size knockout type should be 8 point.

Note

Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed.

FILE STORAGE

The original proof and an archived copy of the digital ad file will be kept for 13 months after printing.