

MECHANICAL REQUIREMENTS

Trim Size: 7-7/8" x 10-1/2"

UNIT SIZE	NON BLEED	BLEED	BLEED LIVE AREA	TRIM
	Width x Length	Width x Length	Width x Length	Width x Length
<i>Spread</i>	15-1/4" x 10"	16" x 10-3/4"	15-1/4" x 10"	15-3/4" x 10-1/2"
<i>Page</i>	7-3/8" x 10"	8-1/8" x 10-3/4"	7-3/8" x 10"	7-7/8" x 10-1/2"
<i>2/3 Vertical</i>	4-3/4" x 10"	5-1/4" x 10-3/4"	4-1/2" x 10"	5" x 10-1/2"
<i>2/3 Horizontal</i>	7-1/4" x 6-1/2"	8-1/8" x 7"	7-1/4" x 6-1/4"	7-7/8" x 6-3/4"
<i>Digest</i>	4-3/4" x 7"	5-1/4" x 7-1/2"	4-1/2" 6-3/4"	5" x 7-1/4"
<i>1/2 Vertical</i>	3-1/2" x 10"	4-1/8" x 10-3/4"	3-3/8" x 10"	3-7/8" x 10-1/2"
<i>1/2 Horizontal</i>	7-1/4" x 4-7/8"	8-1/8" x 5-3/8"	7-1/4" x 4-5/8"	7-7/8" x 5-1/8"
<i>1/2 Horz Spread</i>	15-1/4" x 4-7/8"	16" x 5-3/8"	15-1/4" x 4-5/8"	15-3/4" x 5-1/8"
<i>1/3 Vertical</i>	2-1/4" x 10"	2-7/8" x 10-3/4"	2-1/8" x 10"	2-5/8" x 10-1/2"
<i>1/3 Square</i>	4-3/4" x 4-7/8"	5-1/4" x 5-3/8"	4-1/2" x 4-5/8"	5" x 5-1/8"
<i>1/6 Vertical</i>	2-1/4" x 4-7/8"	Not Available		
<i>1/6 Horizontal</i>	4-5/8" x 2-3/8"	Not Available		
<i>1/12</i>	2-1/4" x 2-3/8"	Not Available		

Material Requirements: Digital (see next page)

Proof Requirements: See next page, address available through Meredith Ad Express address below.

Submit FILES via **MEREDITH AD EXPRESS** powered by SendMyAd.

To Join go to: <https://meredith.sendmyad.com>

NOTE: When establishing an account please observe the Minimum Requirements to avoid processing errors.

NOTE: When submitting ads for SPECIAL INTEREST MEDIA publications that have Better Homes and Gardens in the title – Please DO NOT submit ads to our BETTER HOMES & GARDENS publication – use the title, Diabetic Living, Kitchen & Bath etc.

For Material Extensions

or

Production Questions Contact:

See attached list for contact person

Phone: 515-284-see attached sheet

Email: see attached sheet

Fax: 515-284-2709



MECHANICAL REQUIREMENTS

Trim Size: 8-1/4" x 10-7/8"

UNIT SIZE	NON BLEED	BLEED	BLEED LIVE AREA	TRIM
	Width x Length	Width x Length	Width x Length	Width x Length
<i>Spread</i>	16" x 10-3/8"	16-3/4" x 11-1/8"	16" x 10-3/8"	16-1/2" x 10-7/8"
<i>Page</i>	7-3/4" x 10-3/8"	8-1/2" x 11-1/8"	7-3/4" x 10-3/8"	8-1/4" x 10-7/8"
<i>2/3 Vertical</i>	5" x 10-3/8"	5-1/2" x 11-1/8"	4-3/4" x 10-3/8"	5-1/4" x 10-7/8"
<i>2/3 Horizontal</i>	7-3/4" x 6-3/4"	8-1/2" x 7-1/4"	7-3/4" x 6-1/2"	8-1/4" x 7"
<i>Digest</i>	5" x 7"	5-1/2" x 7-1/2"	4-3/4" x 6-3/4"	5-1/4" x 7-1/4"
<i>1/2 Vertical</i>	3-3/4" x 10-3/8"	4-1/4" x 11-1/8"	3-1/2" x 10-3/8"	4- x 10-7/8"
<i>1/2 Horizontal</i>	7-3/4" x 5"	8-1/2" x 5-5/8"	7-3/4" x 4-7/8"	8-1/4" x 5-3/8"
<i>1/2 Horz Spread</i>	16" x 5"	16-3/4" x 5-5/8"	16" x 4-7/8"	16-1/2" x 5-3/8"
<i>1/3 Vertical</i>	2-3/8" x 10-3/8"	3" x 11-1/8"	2-1/4" x 10-3/8"	2-3/4" x 10-7/8"
<i>1/3 Square</i>	5" x 5"	5-1/2" x 5-5/8"	4-3/4" x 4-7/8"	5-1/4" x 5-3/8"
<i>1/6 Vertical</i>	2-1/4" x 4-7/8"	Not Available		
<i>1/6 Horizontal</i>	4-5/8" x 2-3/8"	Not Available		
<i>1/12</i>	2-1/4" x 2-3/8"	Not Available		

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Phone: 515-284-see attached list

Email: [see attached list](#)

Fax: 515-284-2709





Digital Ad Specs

File Formats:

- Preferred format: PDF/X-1A
- Acceptable format: PDF

For instructions on how to create a PDF go to – sendmyad.com –under HOME - select DASHBOARD – select VIEW FAQs.

File Resolution Requirements:

- Vector (PDF/X-1A, PDF)
- 300 dpi/2400 dpi for Line Work

Retention of Materials:

Materials for all processes will be held for one year then destroyed, unless otherwise notified.

File Submission Site:

Submit FILES via **Meredith Ad Express**

To Join go to: <https://meredith.sendmyad.com>

NOTE: When establishing an account please observe the Minimum Requirements to avoid processing errors.

Live Matter Requirements:

- Set the offset setting to .167 when creating PDF/X-1A files so the standard trim, bleed and center marks are included but not in the “live” image area or “bleed” area.
- Single page ads should be built to 100% trim size with the marks & bleeds option turned on. If ad bleeds, extend bleed a minimum of 1/8” beyond trim. Keep live matter in a minimum of ¼” inside trim dimensions.
- Partial page ads should be built to 100% of their actual trim size with the marks & bleeds option turned on. If ad bleeds, extend bleed a minimum of 1/8” beyond trim. Keep live matter a minimum of ¼” inside trim dimensions.
- All non-bleeds ads should be built to 100% of the non-bleed specs.
- All Bleed Ads – Keep live matter a minimum of 3/8” inside the bleed dimensions on all four sides.
- Spread Ads: Keep live matter ¼” away from either side of center or ½” total across the gutter. For spread ads with a headline crossing over the gutter, contact production department if the visual spacing between words or letter is critical.

NOTE:

New files are required for ads that need type changes such as key-codes, addresses, phone numbers, etc. A corresponding color contract proof is required to show these changes.

File specifications/General Guidelines:

- Do not apply style attributes to basic fonts.
- Include and/or embed all fonts, images/scans, logos and artwork.
- Do not nest PDF files in other PDF files.
- Do not nest EPS files in other EPS files.
- Use of illegal characters in file names will not be accepted. (example: &, /, -, ~, %, () #, ' , \$ etc or anything after the extension).
- Limit File Name to 24 characters INCLUDING the extension.
- On 4/C ads, Pantone colors, other spot colors, and non-CMYK elements must be converted to CMYK.
- Four color solids should not exceed SWOP density of 300%.
- To create a rich black use 100% K and 60% C.
- Color type, reverse type and/or line art should not be less than .007 at the thinnest part of the character. Single color type should be no less than .004 at the thinnest part of the character.
- To avoid low-res (soft type) or 4/c black type, type should be built in Quark, Indesign or Illustrator and not within Photoshop.
- Reverse type should use a dominant color (usually 70% or more) for the shape of the letters. Where practical and not detrimental to the appearance of the job, make the type in the subordinate colors slightly larger to minimize register problems on the production press.
- All supplied materials intended for use in Meredith publications must be properly trapped and, when possible, image trapping should be represented in the accompanying SWOP proofs.

Rotogravure Titles:

Better Homes & Gardens, Ladies Home Journal & More magazines will require a 5% minimum dot to print the highlight areas & square-up on edges. Fade off dot is 3%

Proof Requirements: *Advertiser understands that if they do not supply a SWOP certified color proof with color bars or if they supply a color laser proof that Meredith cannot guarantee a color match to the supplied proof and will print to the supplied file.*

- Supply a minimum of **TWO** composite SWOP certified proofs for color – American Baby requires **THREE**.
- Proofs must be made from supplied file.
- Proofs must be 100% of size.
- Proofs must be SWOP certified.
- For an up-to-date list of SWOP approved color proofs, please visit: www.swop.org.
- Color bars are required on all analog or digital halftone proofs.
- Color bars should be include:
 - SWOP color bars at 100% size as found on SWOP website (above).
 - A solid and 25%, 50% and 75% tints of each process color.
 - Solid overprint.
 - At least one gray balance patch (cyan-50%, magenta and yellow 39%).
 - Two-color overprints at 25%, 50% and 75% as also recommended.
 - The color bar can be a GCA/GATF Proof Comparator, or a GATF/SWOP Proofing Bar or digital equivalent.
- Proofs must indicate the proofing product or system used, prepress supplier contacts and information showing conformance to the Manufacturer’s Application Data.
- Ad should be proofed on Publication grade stock except for More, Traditional Home, Special Interest Magazine Bookazines and commercial work which should be proofed on Commercial grade stock.
- Proofing systems requiring line screens:
 - Publication Grade Stock – use 133 line
 - Commercial Grade Stock use 150 line

If the above guidelines are not met, the color and quality of print reproduction may vary. Proofs that are not SWOP compliant will be referenced for content only. Meredith will try to achieve a reasonable match to the supplied proof.

Meredith Corporation is a member of DDAP Association and subscribers to and supports all digital exchange standards developed by CGATS/SC6, the accredited graphic arts standards committee.

FY2011 SIM Titles Ad Production Supervisor Assignments & Backups*****Dept. Fax: 515-284-2709; Email Addresses: first name.last name@meredith.com*******4/7/2010 Sorted by Title**

Title	Name	Phone	Backup
All BYH Titles	Jennifer Joanning	515-284-2407	Jessica Stites x3643
All Creative Collection Titles	Jennifer Joanning	515-284-2407	Jessica Stites x3643
All Food Titles	Jennifer Joanning	515-284-2407	Jessica Stites x3643
Beautiful Kitchens & Baths	Kim Day	515-284-2447	Kyle Dirks x2912
Cottage Style	Jennifer Joanning	515-284-2407	Jessica Stites x3643
Country French	Jennifer Joanning	515-284-2407	Jessica Stites x3643
Country Gardens	Dee Gurnsey	515-284-2133	Mary Arnold x3734
Country Home	Kim Day	515-284-2447	Kyle Dirks x2912
Deck Patio & Pool	Kim Day	515-284-2447	Kyle Dirks x2912
Décor	Dee Gurnsey	515-284-2133	Mary Arnold x3734
Do It Yourself	Jennifer Joanning	515-284-2407	Jessica Stites x3643
Dream Garden	Dee Gurnsey	515-284-2133	Mary Arnold x3734
Dream Kitchens & Baths	Dee Gurnsey	515-284-2133	Mary Arnold x3734
Elegant Homes	Kim Day	515-284-2447	Kyle Dirks x2912
Kitchen & Bath Ideas	Kim Day	515-284-2447	Kyle Dirks x2912
Kitchen & Bath Makeovers	Kyle Dirks	515-284-2912	Kim Day x2447
Remodel	Mary Arnold	515-284-3734	Dee Gurnsey x2133
Renovation Style	Kim Day	515-284-2447	Kyle Dirks x2912
Storage	Mary Arnold	515-284-3734	Dee Gurnsey x2133
Tuscan Style	Mary Arnold	515-284-3734	Dee Gurnsey x2133