

# Southern Living®

Contact:  
Southern Living Ad Production  
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## FILE TYPES AND DELIVERY:

- Ad files must be submitted in PDF-X1a format.
- Ensure one ad is included per PDF-X1a file.
- For PDF-X1a instructions see PDF Guide link below.
- Submit FILES via Meredith Ad Express (Formerly Direct2Time): <https://direct2time.sendmyad.com>
- Files must be prepared to specifications outlined. If the guidelines are not met, the color and quality of print reproduction may vary.

## FILE SPECIFICATIONS/GENERAL GUIDELINES:

- Include high-resolution images. Do not embed OPI information.
- Images are required to be SWOP TR 005 compliant.
- CMYK or Grayscale only.
- Convert Spot colors not intended to print to CMYK.
- Minimum resolution of 200 dpi.
- Apply image trapping as needed.
- Do not nest EPS files within other EPS files.
- Save images in TIFF or EPS format, with no ICC profiles embedded.
- When designing an ad with the expectation of an equal border on all sides, there is a 1/16" allowable trim tolerance. We require using a border with a minimum width of 3/8".
- Special consideration MUST be taken if you are designing an ad with a varnish or Scented area. Spot Varnish/Scent Specs link below.

## DOCUMENT SETTINGS:

- Maximum dimensions for file, inclusive of all marks, color bars and agency information: Single Page:11" wide x 17" high, Spread Page:22" wide x 17" high
- Include standard Trim, Bleed & Center marks .5" outside Trim area.
- Include a 6mm CMYK Strip found in Advertiser Kit link below with the following values: 5% Cyan, 25% Magenta, 20% Yellow, 100% Black.
- File should be Right Reading, Portrait Mode, sized 100%, no rotations applied.
- See safety dimensions outlined in next column.
- Bleed ads, extend bleed to 1/8" beyond time on all sides.
- Spread ads: Keep live matter 1/4" away from either side of center or 1/2" total across the gutter.

## FONTS:

- Only use Type 1 or TrueType fonts.
- Restrict thin lines, serifs, or small lettering to one color.
- **Reverse lettering:** For CMYK advertisements should be spread with the dominant color used for letter shapes, while subordinate colors are to be spread slightly, to minimize registration issues.
- **Surpinting/Overprinting:** When type is intended to surprint/overprint, the background should be no heavier than 30% in any color and a total of no more than 90% in all four colors.

## PROOFS:

- This magazine uses Virtual Proofing at its printing plants and does not accept hard proofs from advertisers. Please reference the Virtual Proofing Guide link for file requirements.

## LINKS AND NOTES:

- Pdf Guide: [http://www.meredith.com/sites/default/files/PDF\\_Guide.pdf](http://www.meredith.com/sites/default/files/PDF_Guide.pdf)
- Advertiser Kit zip file: <http://www.meredith.com/sites/default/files/AdvertiserKit.zip>
- Virtual Proofing Guide: <http://www.meredith.com/sites/default/files/VirtualProofingGuide.pdf>
- Spot Varnish Specs: <http://www.meredith.com/sites/default/files/SpotVarnishScentSpecs.pdf>
- Meredith does not make any changes to ads or files.
- Retention of materials is 13 months.

Magazine Trim Size: 8" x 10 1/2"

Binding: Perfect Bound

Bleed Ad Sizes	Trim W x L
<b>Bleed ads:</b> Add 1/8" image outside of trim. <b>Safety Area:</b> Keep live elements 1/4" inside trim on all sides.	
Full Page	8" x 10 1/2"
Spread	16" x 10 1/2"
1/2 Vertical	3 7/8" x 10 1/2"
1/3 Vertical	2 5/8" x 10 1/2"
2/3 Vertical	5" x 10 1/2"
1/2 Horizontal	8" x 5 1/8"
1/2 Spread Horizontal	16" x 5 1/8"
1/3 Square	5" x 5 1/8"
Digest	5" x 6 7/8"

