

# House Beautiful



## ADVERTISING SPECIFICATIONS

**Trim Size Effective January/February 2019**

<b>Ad Size</b>	<b>Bleed</b>	<b>Trim</b>	<b>Live</b>
SPREAD .....	16.75 x 11.125"	16.5 x 10.875"	16 x 10.375"
FULL PAGE .....	8.5 x 11.125"	8.25 x 10.875"	7.75 x 10.375"
2/3 PAGE .....	5.625 x 11.125"	5.375 x 10.875"	4.875 x 10.375"
1/2 PAGE VERTICAL .....	4.25 x 11.125"	4 x 10.875"	3.5 x 10.375"
1/2 PAGE HORIZONTAL ...	8.5 x 5.5"	8.25 x 5.25"	7.75 x 4.75"
1/2 PAGE HORIZ. SPREAD...	16.75 x 5.5"	16.5 x 5.25"	16 x 4.75"
1/3 PAGE VERTICAL .....	2.75 x 11.125"	2.5 x 10.875"	2 x 10.375"
1/3 SQUARE .....	5.625 x 5.5"	5.375 x 5.25"	4.875 x 4.75"

**SUBMISSIONS:** Submit creative to Hearst Ad Gateway at [ads.hearst.com](https://ads.hearst.com). All files submitted must be PDF X1A print ready.

**INK SPECIFICATIONS:** 4/C process. Match colors available.

**DENSITY:** Total density should not exceed 300%.

**MARKS:** All trim and bleed marks should be included in all colors and must be located .25" from trim and not to invade the live or bleed areas.

**BINDING SPECIFICATIONS:** Perfect bound; jog to foot.

**PRINTING METHOD:** Web offset.

**GENERAL RULES:** Allow .125" on all sides for bleed ads. Reverse type or 4/C black text smaller than 10 pt and any solid type smaller than 6 pt cannot be guaranteed for perfect registration or readability. White color objects cannot be set to overprint.

**LIVE MATTER:** Safety: .25" from all TRIM edges. Gutter safety for TYPE: .125"-1.875" from each side of spread center.

11/1/18

### MATERIAL EXTENSIONS CONTACT

Karla Arenas Gonzales at 414.622.2815 or [kaarenasgonz@qg.com](mailto:kaarenasgonz@qg.com)

### INSERT MATERIAL EXTENSIONS OR QUESTIONS CONTACT

Patricia Nolan at 305.859.0127 or [patricia.nolan@pubworx.com](mailto:patricia.nolan@pubworx.com)