

House Beautiful



Advertising Specifications

Trim Size

Ad Size	Bleed	Trim	Live
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. 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"-.1875" from each side of spread center.

01/2021

MATERIAL EXTENSIONS CONTACT

Gabriela Covarrubias at 414.622.2825 or agcovarrubia@quad.com

INSERT MATERIAL EXTENSIONS OR QUESTIONS CONTACT

Edward Bartlett at 305-859-0150 or edward.bartlett@pubworx.com