2019 Ad Specs

Ad materials should be uploaded digitally via http://ads.hearst.com.

Covers, Regional Editions and National Copy Split pages are printed in offset; body of book printed in rotogravure. Depth of column, 140 lines; three columns to a page. Magazine is perfect bound. **Trim size: 7 ½" x 10 ½"**

Note: All electronic data will be held for one year from date of last insertion and all media will be destroyed after three months unless directed otherwise.

CONTACT
For assistance or material extensions contact Javier Aguilar, Quad/Graphics Ad Services—414.622.2872 or faguilarflor@qg.com.

ACCEPTABLE FILE FORMAT
PDF/X-1a—which means that it conforms to PDF version 1.3 (Acrobat 4); it has an output resolution of 2400 dpi; it is composite CMYK; it uses high-quality JPEG or lossless Zip compression; resolution for color and grayscale images is 300 dpi; resolution for monochrome images is 1200 dpi; and fonts are embedded and subsetted 100%; as well as other characteristics. This format is acceptable for full or partial pages. Trapping is the responsibility of the file provider. Further information about PDF/X-1a can be found at www.pdf-x.com.

UNACCEPTABLE FILE FORMATS
Other file types—such as Postscript, TIFF, EPS, native Photoshop files, or other native application files such as Quark, InDesign, PageMaker, Illustrator, Freehand, etc.—are unacceptable because they introduce many possibilities for error.

PROOFS
Hearst utilizes Virtual Proofing technology at all monthly publication print facilities. Hard copy guidance is no longer required. If you opt to use a proof for internal color approval, please render at 100% size, to the SWOP 2006 #5 Data Set: SWOP2006_Coated5

INK SPECIFICATIONS
4/C process only in Rotogravure ROB. Match colors available in offset forms and covers.

BINDING SPECIFICATIONS
Perfect bound; jog to foot, 1/8" head, face & foot trim – 3/32" grind off.

PRINTING METHOD
Web offset & Rotogravure.

FURNISHED INSERTS
Special units, gatefolds, booklets, cards, etc., are acceptable. For mechanical specifications, please consult Peter Farrell at 212.450.0983. For pricing information, please consult your Woman's Day Representative.

BLEED
Available in four-color, two-color or black & white, only on spreads, full pages, 2/3, 1/2, 1/4, and 1/3 run-of-book ads at no additional charge.

FIFTH COLOR/SPECIAL COLOR
Matched and metallic inks are available on a limited basis in national offset sections and cover forms only. Please consult your Woman's Day Representative for cost and further specifications.

FOR ADDITIONAL SPECIFICATIONS
Contact Peter Farrell, Group Production Manager at 212.450.0983 or Peter.Farrell@pubworx.com.

MECHANICAL REQUIREMENTS

Page Dimensions All sizes are width times depth	Bleed Width X Depth	Trim Size Width X Depth	Non-Bleed Width X Depth
Spread	15 ¼" x 10 ¾"	15" x 10 ½"	14 ½" x 10"
Full page	7 ¾" x 10 ¾"	7 ½" x 10 ½"	7" x 10"
2/3 Vertical	5 ⅛" x 10 ¾"	4 ⅞" 10 ½"	4 ⅜" 10"
1/2 Vertical	3 ¾" x 10 ¾"	3 ½" x 10 ½"	3" x 10"
1/2 Horizontal	7 ¾" x 5 ⅜	7 ½" x 5 ⅛"	7" x 4 ⅝"
1/2 Horizontal spread	15 ¼" x 5 ⅜"	15" x 5 ⅛"	14 ½" x 4 ⅝"
1/3 Vertical	2 ½" x 10 ¾"	2 ¼" x 10 ½"	1 ¾" x 10"
1/3 Square	5 ⅛" x 5 ⅜"	4 ⅞" x 5 ⅛"	4 ⅜" x 4 ⅝"

Safety = Please keep all live type 1/4" from Trim on all sides.

Woman's Day

For more information, contact your *Woman's Day* representative or Jeena Rantuccio at jrantuccio@hearst.com/212-649-7307