

american baby

and Ancillaries

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" x 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>1/3 Horizontal</i> | 7-3/8" x 3-1/4" | 8-1/8" x 3-3/4" | 7-3/8" x 3/1/8" | 7-7/8" x 3-1/2" |
| <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

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.

- Create an account if you have not already done so.
- Choose: "Send My Ad".
- Choose Publication: American Baby
- Choose Issue: i.e. April or American Baby Welcome
- Send Color Proofs to Jenny Joanning at the address below.

For Material Extensions or Production Questions Contact:

Jenny Joanning

Meredith Content Center

1716 Locust Street, LS227

Des Moines, IA 50309

Phone: 515-284-2407 Fax: 515-284-2709

Email: jennifer.joanning@meredith.com





Digital Ad Specs

File Formats:

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

For instructions on how to create a PDF go to – <https://meredith.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>

- Firefox browser is recommended.
 - When establishing an account please observe the Minimum Requirements to avoid processing errors.
1. Create an account, if not already established.
 2. Choose: "Send My Ad"
 3. Choose the publication: i.e. More Magazine
 4. Choose the issue: i.e. October or Fall

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 1/4" 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 1/4" 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 1/4" away from either side of center or 1/2" 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.

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" x 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>1/3 Horizontal</i> | 7-3/8" x 3-1/4" | 8-1/8" x 3-3/4" | 7-3/8" x 3/1/8" | 7-7/8" x 3-1/2" |
| <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 | | |
| <i>Travel 4"</i> | 2-1/4" x 4" | Not Available | | <i>Travel Directory</i> |
| <i>Travel 2"</i> | 2-1/4" x 2" | Not Available | | <i>Travel Directory</i> |
| <i>Travel 1"</i> | 2-1/4" x 1" | Not Available | | <i>Travel Directory</i> |
| <i>Brochure Large</i> | 2-1/4" x 3" | Not Available | | <i>Travel Brochures</i> |
| <i>Brochure Small</i> | 1-1/8" x 3" | Not Available | | |

BROCHURE ADS Contact Sarah Otte regarding Materials @ 515-284-2128 (ph) or sarah.otte@meredith.com

Material Requirements: Digital (see next page)

Proof Requirements: See next page.

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.

- Create an account if you have not already done so.
- Choose: "Send My Ad".
- Choose Publication: Better Homes & Gardens
- Choose Issue: i.e. March
- Send Color Proofs to Pam Hutchcroft at the address below.

For Material Extensions or Production Questions Contact:

Pam Hutchcroft

Meredith Content Center

1716 Locust Street, LS227

Des Moines, IA 50309

Phone: 515-284-3210 Fax: 515-284-2709

Email: pam.hutchcroft@meredith.com



File Formats:

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

For instructions on how to create a PDF go to – <https://meredith.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:

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- Firefox browser is recommended.
 - When establishing an account please observe the Minimum Requirements to avoid processing errors.
1. Create an account, if not already established.
 2. Choose: "Send My Ad"
 3. Choose the publication: i.e. More Magazine
 4. Choose the issue: i.e. October or Fall

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 1/4" inside trim dimensions.
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NOTE:

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- Use of illegal characters in file names will not be accepted. (example: &, /, -, ~, %, (,) #, ', \$ etc or anything after the extension).
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- 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.
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Rotogravure Titles:

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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**.
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 - 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.
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- 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
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|------------------------|------------------|------------------|------------------|--------------------------|
| | 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" x 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" |
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| <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" |
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BROCHURE ADS Contact Courtney Coles regarding Materials @ 515-284-2378 (ph) or Courtney.coles@meredith.com

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Proof Requirements: See next page.

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- Create an account if you have not already done so.
- Choose: "Send My Ad".
- Choose Publication: Family Circle
- Choose Issue: i.e. March
- Send Color Proofs to Jessica Stites at the address below.

For Material Extensions or Production Questions Contact:

Jessica Stites

Meredith Content Center

1716 Locust Street, LS227

Des Moines, IA 50309

Phone: 515-284-3643 Fax: 515-284-2709

Email: jessica.stites@meredith.com



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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" x 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>1/3 Horizontal</i> | 7-3/8" x 3-1/4" | 8-1/8" x 3-3/4" | 7-3/8" x 3/1/8" | 7-7/8" x 3-1/2" |
| <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.

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.

- Create an account if you have not already done so.
- Choose: "Send My Ad".
- Choose Publication: Fitness
- Choose Issue: i.e. March
- Send Color Proofs to Katie Tuttle at the address below.

For Material Extensions or Production Questions Contact:

Katie Tuttle

Meredith Content Center

1716 Locust Street, LS227

Des Moines, IA 50309

Phone: 515-284-3531 Fax: 515-284-2709

Email: katie.tuttle@meredith.com





Digital Ad Specs

File Formats:

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

For instructions on how to create a PDF go to – <https://meredith.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>

- Firefox browser is recommended.
 - When establishing an account please observe the Minimum Requirements to avoid processing errors.
1. Create an account, if not already established.
 2. Choose: "Send My Ad"
 3. Choose the publication: i.e. More Magazine
 4. Choose the issue: i.e. October or Fall

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 1/4" 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 1/4" 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 1/4" away from either side of center or 1/2" 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.

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" x 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>1/3 Horizontal</i> | 7-3/8" x 3-1/4" | 8-1/8" x 3-3/4" | 7-3/8" x 3-1/8" | 7-7/8" x 3-1/2" |
| <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 | | |
| <i>Travel 4"</i> | 2-1/4" x 4" | Not Available | | <i>Travel Directory</i> |
| <i>Travel 2"</i> | 2-1/4" x 2" | Not Available | | <i>Travel Directory</i> |
| <i>Travel 1"</i> | 2-1/4" x 1" | Not Available | | <i>Travel Directory</i> |
| <i>Brochure Large</i> | 2-1/4" x 3" | Not Available | | |
| <i>Brochure Small</i> | 1-1/8" x 3" | Not Available | | <i>Travel Brochures</i> |

BROCHURE ADS Contact Jennifer Paugh regarding Materials @ 515-284-2378 (ph) or jennifer.paugh@meredith.com

Material Requirements: Digital (see next page)

Proof Requirements: See next page.

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.

- Create an account if you have not already done so.
- Choose: "Send My Ad".
- Choose Publication: Ladies Home Journal
- Choose Issue: i.e. March
- Send Color Proofs to Katie Tuttle at the address below.

For Material Extensions or Production Questions Contact:

Katie Tuttle

Meredith Content Center
1716 Locust Street, LS227
Des Moines, IA 50309

Phone: 515-284-3531 Fax: 515-284-2709

Email: katie.tuttle@meredith.com



File Formats:

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

For instructions on how to create a PDF go to – <https://meredith.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>

- Firefox browser is recommended.
 - When establishing an account please observe the Minimum Requirements to avoid processing errors.
1. Create an account, if not already established.
 2. Choose: "Send My Ad"
 3. Choose the publication: i.e. More Magazine
 4. Choose the issue: i.e. October or Fall

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 1/4" 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 1/4" 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 1/4" away from either side of center or 1/2" 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.

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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" x 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>1/3 Horizontal</i> | 7-3/8" x 3-1/4" | 8-1/8" x 3-3/4" | 7-3/8" x 3/1/8" | 7-7/8" x 3-1/2" |
| <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 | | |
| <i>Travel Ads 4"</i> | 2-1/4" x 4" | Not Available | | Travelers Guide |
| <i>Travel Ads 2"</i> | 2-1/4" x 2" | Not Available | | Travelers Guide |
| <i>Travel Ads 1"</i> | 2-1/4" x 1" | Not Available | | Travelers Guide |

Material Requirements: Digital (see next page)

Proof Requirements: See next page.

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

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

- Create an account if you have not already done so.
- Choose: "Send My Ad".
- Choose Publication: Midwest Living
- Choose Issue: i.e. Mar/April
- Send Color Proofs to Kyle Dirks at the address below.

For Material Extensions or Production Questions Contact:

Kyle Dirks

Meredith Content Center
1716 Locust Street, LS227
Des Moines, IA 50309

Phone: 515-284-2912 Fax: 515-284-2709

Email: kyle.dirks@meredith.com





Digital Ad Specs

File Formats:

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

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 2. Choose: "Send My Ad"
 3. Choose the publication: i.e. More Magazine
 4. Choose the issue: i.e. October or Fall

Live Matter Requirements:

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- Use of illegal characters in file names will not be accepted. (example: &, /, -, ~, %, (,) #, ', \$ etc or anything after the extension).
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- 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.

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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%

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- Proofs must be made from supplied file.
- Proofs must be 100% of size.
- Proofs must be SWOP certified.
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- 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.

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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>1/3 Horizontal</i> | 7-3/4" x 3-3/8" | 8-1/2" x 3-7/8" | 7-3/4" x 3-1/4" | 8-1/4" x 3-5/8" |
| <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.

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.

- Create an account if you have not already done so.
- Choose: "Send My Ad".
- Choose Publication: More
- Choose Issue: i.e. March
- Send Color Proofs to Kim Day at the address below.

For Material Extensions or Production Questions Contact:

Kim Day

Meredith Content Center

1716 Locust Street, LS227

Des Moines, IA 50309

Phone: 515-284-2447 Fax: 515-284-2709

Email: kim.day@meredith.com



File Formats:

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

For instructions on how to create a PDF go to – <https://meredith.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>

- Firefox browser is recommended.
 - When establishing an account please observe the Minimum Requirements to avoid processing errors.
1. Create an account, if not already established.
 2. Choose: "Send My Ad"
 3. Choose the publication: i.e. More Magazine
 4. Choose the issue: i.e. October or Fall

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 1/4" 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 1/4" 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 1/4" away from either side of center or 1/2" 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.

Parents

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" x 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 Horiz 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>1/3 Horizontal</i> | 7-3/8" x 3-1/4" | 8-1/8" x 3-3/4" | 7-3/8" x 3/1/8" | 7-7/8" x 3-1/2" |
| <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.

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.

- Create an account if you have not already done so.
- Choose: "Send My Ad".
- Choose Publication: Parents
- Choose Issue: i.e. February
- Send Color Proofs to Dee Gurnsey at the address below.

For Material Extensions or Production Questions Contact:

Dee Gurnsey

Meredith Content Center
1716 Locust Street, LS227
Des Moines, IA 50309

Phone: 515-284-2133 Fax: 515-284-2709

Email: dee.gurnsey@meredith.com



File Formats:

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

For instructions on how to create a PDF go to – <https://meredith.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>

- Firefox browser is recommended.
 - When establishing an account please observe the Minimum Requirements to avoid processing errors.
1. Create an account, if not already established.
 2. Choose: "Send My Ad"
 3. Choose the publication: i.e. More Magazine
 4. Choose the issue: i.e. October or Fall

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 1/4" inside trim dimensions.
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- 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%

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- 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.

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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" x 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>1/3 Horizontal</i> | 7-3/8" x 3-1/4" | 8-1/8" x 3-3/4" | 7-3/8" x 3/1/8" | 7-7/8" x 3-1/2" |
| <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.

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

- Create an account if you have not already done so.
- Choose: "Send My Ad".
- Choose Publication: Ser Padres
- Choose Issue: i.e. Feb/March
- Send Color Proofs to Kyle Dirks at the address below.

For Material Extensions or Production Questions Contact:

Kyle Dirks

Meredith Content Center
1716 Locust Street, LS227
Des Moines, IA 50309

Phone: 515-284-2912 Fax: 515-284-2709

Email: kyle.dirks@meredith.com



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Live Matter Requirements:

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NOTE:

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- 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.
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Rotogravure Titles:

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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.*

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 - Solid overprint.
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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>1/3 Horizontal</i> | 7-3/8" x 3-1/4" | 8-1/8" x 3-3/4" | 7-3/8" x 3/1/8" | 7-7/8" x 3-1/2" |
| <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.

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.

- Create an account if you have not already done so.
- Choose: "Send My Ad".
- Choose Publication: Siempre Mujer
- Choose Issue: i.e. Feb/March
- Send Color Proofs to Kyle Dirks at the address below.

For Material Extensions or Production Questions Contact:

Kyle Dirks

Meredith Content Center
1716 Locust Street, LS227
Des Moines, IA 50309

Phone: 515-284-2912 Fax: 515-284-2709

Email: kyle.dirks@meredith.com



09.02.2010

File Formats:

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

For instructions on how to create a PDF go to – <https://meredith.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>

- Firefox browser is recommended.
 - When establishing an account please observe the Minimum Requirements to avoid processing errors.
1. Create an account, if not already established.
 2. Choose: "Send My Ad"
 3. Choose the publication: i.e. More Magazine
 4. Choose the issue: i.e. October or Fall

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 1/4" 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 1/4" 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 1/4" away from either side of center or 1/2" 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.

TRADITIONAL HOME

MECHANICAL REQUIREMENTS

Trim Size: 8-3/8" 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> | 16-1/4" x 10-3/8" | 17" x 11-1/8" | 16-1/4" x 10-3/8" | 16-3/4" x 10-7/8" |
| <i>Page</i> | 7-7/8" x 10-3/8" | 8-5/8" x 11-1/8" | 7-7/8" x 10-3/8" | 8-3/8" x 10-7/8" |
| <i>2/3 Vertical</i> | 5" x 10-3/8" | 5-5/8" x 11-1/8" | 4-7/8" x 10-3/8" | 5-3/8" x 10-7/8" |
| <i>2/3 Horizontal</i> | 7-3/4" x 6-3/4" | 8-5/8" x 7-1/4" | 7-3/4" x 6-1/2" | 8-3/8" x 7" |
| <i>Digest</i> | 5" x 7" | 5-5/8" x 7-1/2" | 4-7/8" x 6-3/4" | 5-3/8" x 7-1/4" |
| <i>1/2 Vertical</i> | 3-3/4" x 10-3/8" | 4-3/8" x 11-1/8" | 3-5/8" x 10-3/8" | 4-1/8" x 10-7/8" |
| <i>1/2 Horizontal</i> | 7-3/4" x 5" | 8-5/8" x 5-5/8" | 7-3/4" x 4-7/8" | 8-3/8" x 5-3/8" |
| <i>1/2 Horz Spread</i> | 16-1/4" x 5" | 17" x 5-5/8" | 16-1/4" x 4-7/8" | 16-3/4" 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" | 5-5/8" x 5-5/8" | 4-7/8" x 4-7/8" | 5-3/8" x 5-3/8" |
| <i>1/3 Horizontal</i> | 7-7/8" x 3-3/8" | 8-5/8" x 3-7/8" | 7-7/8" x 3-1/4" | 8-3/8" x 3-5/8" |
| <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.

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

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- Create an account if you have not already done so.
- Choose: "Send My Ad".
- Choose Publication: Traditional Home
- Choose Issue: i.e. March
- Send Color Proofs to Kim Day at the address below.

For Material Extensions or Production Questions Contact:

Kim Day

Meredith Content Center
1716 Locust Street, LS227
Des Moines, IA 50309

Phone: 515-284-2447 Fax: 515-284-2709

Email: kim.day@meredith.com



File Formats:

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