

DIGITAL TABLET EDITION ▲

TRAFFIC

Unique visitors per month	4,748,000
Page Views	24,000,000
Average minutes per visitor	5.5

AUDIENCE

Media Age	45.2
Median HHI	\$84,730

ENHANCED DIGITAL TABLET EDITION AD SPECIFICATIONS

AD CREATIVE	WIDTH X DEPTH	LIVE AREA
Landscape-orientation only PDF X1A-compliant	7.76" x 5.82"	7.76" x 4.82"

To repurpose for 16:9-ratio Android devices, .5" will be cropped from the top and bottom of the creative.

Minimum ppi of 300.

CMYK color space preferred.

For complete advertising specifications, and to submit your ads electronically, go to <http://ads.hearst.com>

For material extensions or questions, please contact **Celeste Madhere** at 212-649-3631 or cmadhere@hearst.com

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