

HEARST DIRECT MEDIA

PM MARKETPLACE

EFFECTIVE

MARCH/APRIL 2020

CIRCULATION

985,000

NOTE: All rates are gross

For complete advertising specifications, and to submit YOUR ADS ELECTRONICALLY, GO TO [HTTP://ADS.HEARST.COM](http://ads.hearst.com)

For material extensions or questions, please contact TALINA BUJDUD CERVANTES AT 414-622-2889 OR TBUJDUDCERVA@QG.COM

For the full terms and conditions please refer to General Conditions within the Popular Mechanics media kit at [WWW.POPULARMECHANICSMEDIAKIT.COM](http://www.popularmechanicsmediakit.com)

REQUIRED FILE FORMAT: PDFX1-a File

RESOLUTION: All color and grayscale photos: 300 dpi or better [save all color art in CMYK mode]

BLACK AND WHITE ART: 1200 dpi or better

INK COVERAGE: Maximum coverage 320%

RICH BLACK: Avoid using rich black in small text [under 15 pt.]

SPOT COLORS: No spot colors [pantone] should be used.

For more information, please contact
BRAD GETTELFINGER AT
212-649-4204 OR
BGETTELFINGER@HEARST.COM

**POPULAR
MECHANICS**