

2024 MARKETPLACE PRODUCTION REQUIREMENTS

PRINT PRODUCTION SPECS

Magazine Trim Size: 7" x 10"

SPACE	MECHANICAL SPECS	RATES
1"	2" x 1"	\$2,790
2"	2" x 2"	\$5,230
1/12	2" x 2 1/4"	\$6,460
1/6 V	2" x 4 5/8"	\$12,310
1/6 H	4 1/4" x 2 1/4"	\$12,310
1/3 S	4 1/4" x 4 5/8"	\$23,635
1/3 V	2" x 9 1/2"	\$23,635

MATERIAL REQUIREMENTS

MATERIALS

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.

CONTACT INFO

For more information, please contact
CELIA MOLLICA
CELIA.MOLLICA@HEARST.COM

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
VALENTINA CABELLO IBARRA
VCABELLOIBAR@QUAD.COM

For the full terms and conditions please refer to General
Conditions within the Popular Mechanics media kit at WWW.POPULARMECHANICSMEDIKIT.COM