

MECHANICAL REQUIREMENTS

TRIM SIZE: 7 3/4" x 10 1/2". Live matter not intended to bleed must be 3/8" from trim and binding edges.
BLEED: Allow for 1/8" trim on all bleed sides. The magazine is perfect bound. Inserts jog to foot.

UNIT	BLEED	TRIM	LIVE AREA	NON-BLEED
2-Page Spread*	15 3/4" x 10 3/4"	15 1/2" x 10 1/2"	15" x 9 3/4"	14 1/2" x 9 3/16"
Full Page	8" x 10 3/4"	7 3/4" x 10 1/2"	7" x 9 3/4"	6 3/4" x 9 1/2"
Junior Spread	15 3/4" x 5 3/8"	15 1/2" x 5 1/8"	15" x 4 1/2"	N/A
2/3 Page	5 1/8" x 10 3/4"	4 7/8" x 10 1/2"	4" x 9 3/4"	4 1/4" x 9 1/4"
1/2 Page Horizontal	8" x 5 3/8"	7 3/4" x 5 1/8"	7" x 4 3/8"	6 3/8" x 4 1/2"
1/2 Page Digest	5 1/8" x 7 3/8"	4 7/8" x 7 1/8"	4 1/8" x 6 5/8"	4 1/8" x 6 1/2"
1/3 Page Vertical	2 7/8" x 10 3/4"	2 11/16" x 10 1/2"	2" x 9 3/4"	2" x 9 1/4"
1/3 Page Square	5 1/8" x 5 3/8"	4 7/8" x 5 1/8"	4 1/8" x 4 3/8"	4 1/8" x 4 1/2"

SPECIAL SECTIONS

1/2 Page Horizontal	N/A	N/A	N/A	6 1/2" x 4 1/2"
1/3 Page Vertical	N/A	N/A	N/A	2" x 9 1/4"
1/3 Page Square	N/A	N/A	N/A	4 1/4" x 4 1/2"
1/4 Page	N/A	N/A	N/A	3 1/8" x 4 1/2"
1/6 Page Vertical	N/A	N/A	N/A	2" x 4 1/2"
1/6 Page Horizontal	N/A	N/A	N/A	4 1/2" x 2"
1/12 Page	N/A	N/A	N/A	2" x 2 1/8"

*The MARKETPLACE section will not accommodate bleed ads.

DIGITAL MATERIAL PDF/X1a is the preferred file format for ad submission. Careful attention must be paid to the proper creation of PDF/X1a files to ensure that they will reproduce correctly. All High-resolution images and fonts must be included when the PDF/X1a file is saved. Use only Postscript fonts—no TrueType fonts or font substitutions. Images must be high resolution TIFF or EPS files at 300 dpi. Total area density should not exceed SWOP 300% TAC. Images should be CMYK or grayscale only. Do not nest EPS file into other EPS files. Do not embed ICC profiles within images. All required image trapping must be included in the file. File should be right reading, portrait mode, 100% size, and no rotations. PDFs must include standard trim, bleed and center marks in all separations. Crop marks should offset from trim by 1/2" (No marks included in the "live" image area).

ADS should be supplied on a Mac formatted CD-ROM. It is the policy of Weider Publications not to accept any native application files such as Quark, Photoshop or Illustrator. Ads created in Microsoft Word, Microsoft Publisher, PowerPoint or any other word processing program will NOT be accepted.

PROOFS All color ads must be accompanied by a SWOP certified digital color proof, such as Kodak Approval, Epson, Iris, or Fuji.

SHIPPING INSTRUCTIONS

Enclose a copy of your insertion order including issue date & send to:

WEIDER PUBLICATIONS

Attn: Jessica Kane/Issue Date
4 New York Plaza, 2nd Floor
New York, NY 10004

Technical assistance;
jkane@amilink.com
917.256.5441

WE HAVE A WEB-BASED AD PORTAL!
<https://americanmediainc.sendmyad.com>

Print

NEW

WEB-BASED AD PORTAL

We are excited to launch the American Media, Inc. Ad Portal, which offers a number of convenient features for a faster and more efficient process of submitting advertisements to American Media publications, like *Fit Pregnancy*. Using Web based applications, advertisers are now able to upload their ad in minutes. In addition, this will allow for an online preflight ensuring that the file is acceptable and streamline the process of eliminating common file problems and ensure correct output of the ad in publication.

The process is easy and there is no software to download or install.

To start, go to
<https://americanmediainc.sendmyad.com>

Please sign up to create your account and make sure to check *Frequently Asked Questions* and view Video Tutorials.

With all other questions please contact:

ROBERT FENIKOWSKI
Director of Digital Systems
American Media, Inc.
4 NY Plaza New York, NY 10004
office: 212-545-4875
rfenikowski@amilink.com

For questions directly related to Ad Portal please contact support@sendmyad.com

We appreciate your cooperation and thank you for your business.

Sincerely,

AMI

Production Department

AMI
AMERICAN
MEDIA, INC.

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It ONLY takes 1 minute to register

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Minimum Requirements

Firefox 3.5, Safari 4.0, Google Chrome or Internet Explorer 8

Adobe Flash Player 10+ to upload and trim ads

Get Flash here

JavaScript must be enabled

Cookies for sendmyad.com must be accepted

Minimum screen resolution of 1024 x 768