



# AD SPECIFICATIONS

Ad Size	Bleed	Trim	Non-Bleed
Spread	20.5" x 13.375"	20.25" x 13.125	19.5" x 12.375"
Full Page	10.375" x 13.375"	10.125" x 13.125"	9.375" x 12.375"
Junior Page	7.65" x 9.75"	7.4" x 9.5"	6.65" x 8.75"
1/2 Vertical	N/A	N/A	4.7" x 12.625"
1/2 Horizontal	10.375" x 6.75"	10.125" x 6.5"	9.375" x 5.75"
1/2 Horiz Spd	20.5" x 6.75"	20.25" x 6.5"	19.75" x 5.75"
1/4 Square	N/A	N/A	4.7" x 5.75"
TOC/Masthead Horizontal	N/A	N/A	9" x 2.75"
TOC/Masthead Vertical	3.625" x 13.375	3.375" x 13.125"	2.625" x 12.375"

**Safety:** All live matter must be 1/4 inch from trim on all sides.

**Gutter Safety:** 1/16 inch on each side for a total of 1/8 inch (if not center spread)

**Minimum Size Knockout Tpe:** 8 point

**Note:** Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed.

**File Storage:** The original proof & an archived copy of the ad file will be kept for 13 months after printing.

## Media:

All ad submissions must be PDF/X 1-a files uploaded to:

<https://pmc.sendmyad.com>

The PDF/X 1-a files must have:

- ➔ All fonts MUST be embedded (true type fonts cannot be used for Printing)
- ➔ The color space must be CMYK or Greyscale. No RGB, LAB or embedded color profiles (such as ICC profiles).
- ➔ All PMS colors must be converted to CMYK.
- ➔ Maximum ink density: 300 total.
- ➔ Resolution: 300 dpi
- ➔ Proof Requirements: Certified SWOP proof MUST be labeled with "FN" and the issue date. Please send it to:

Fry Communications  
 Building One  
 800 West Church Road  
 Mechanicsburg, PA 17055  
 ATTN. Prep Dept.  
 1-800-334-1429

**For Extensions, Coverwrap Specs or if you have any questions, please contact:  
the FN Production Department**

**Anne Leonard**  
 aleonard@pmc.com  
 646-356-4897

**Kevin Hurley**  
 khurley@pmc.com  
 646-356-4761

In compliance with Fairchild Fashion Media's policy, you are required to submit a SWOP proof. By choosing not to supply a SWOP proof with this ad submission the color reproduction of the ad will be based on industry standard best practices to achieve as accurate color as possible from the supplied digital file. If you do not supply a SWOP certified proof, a laser content proof will be required. Failure to submit a laser proof may jeopardize the final content within your ad.