

# MAGAZINE ADVERTISING SPECIFICATIONS

**Perri Polowy**  
New Business Development Manager  
ppolowy@allured.com  
630-344-6075  
www.SkinInc.com



Reach over 30,000 qualified professionals dedicated to professional skin care.

ADVERTISING SIZES | All dimensions are width by height.



**SPREAD\***  
Trim 16.376" x 10.875"  
416 mm x 277 mm  
Bleed 16.751" x 11.25"  
425 mm x 283 mm



**1/2-PAGE VERTICAL**  
3.333" x 10"  
85 mm x 254 mm



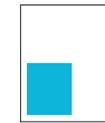
**1/4-PAGE HORIZONTAL**  
7" x 2.333"  
178 mm x 59 mm



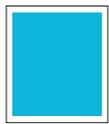
**FULL PAGE\***  
Trim 8.188" x 10.875"  
208 mm x 277 mm  
Bleed 8.438" x 11.125"  
214 mm x 282 mm



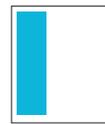
**1/2-PAGE HORIZONTAL**  
7" x 4.833"  
178 mm x 123 mm



**1/4-PAGE VERTICAL**  
3.333" x 4.833"  
85 mm x 123 mm



**LIVE AREA**  
7" x 10"  
176 mm x 252 mm



**1/3-PAGE VERTICAL**  
2.167" x 10"  
55 mm x 254 mm



**1/6-PAGE HORIZONTAL**  
7" x 1.0"  
178 mm x 25 mm



**1/2-PAGE HORIZONTAL SPREAD\***  
Trim 16.376" x 5.333"  
416 mm x 135 mm  
Bleed 16.626" x 5.458"  
422 mm x 138 mm



**1/3-PAGE HORIZONTAL**  
7" x 3.167"  
178 mm x 80 mm

**PRINTING:** 4-color (CMYK) sheetfed offset  
**BINDING:** Saddle-Stitched  
**PAPER:** Cover 80# Copy 60#

**PROOFS:** No proof is required. The printer will produce pleasing color based on acceptable SWOP industry standards.  
If you require a proof before printing, one can be sent for approval at an additional charge to the advertiser. Please allow sufficient time to proof and ship.

\*Note: Bleeds 1/8" left, right, and bottom of spread (add top bleed for Full Page and Spread)

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## Electronic Files

### PREFERRED FILE FORMAT

High-resolution PDF (300 dpi). Ad page templates for InDesign and PDF presets are available. Contact your sales representative.

**Professional Tip:** *When creating your PDF, be sure to offset your crop marks to the bleed size, otherwise the crop marks will appear within the bleed area and potentially print in the magazine. There is no need to create crop marks for partial ad sizes.*

- **On full-page ads, all vital copy should be no closer than 1/4" to the trim.** Less than 1/4" there is a chance the text could be trimmed off. Allow 1/8" bleed beyond trim, if ad bleeds.
- Any lines must be 1/2 pt. or larger.

### OTHER IMPORTANT INFORMATION

- Furnish graphics to size. PDF or EPS formats are preferred. JPEG's are accepted, but must be 300 dpi resolution or higher.  
**Web graphics will not work.**
- Save all files including the graphic elements in CMYK mode unless a spot color is going to be used for output.
- Provide all files at a resolution of 300 dpi or higher.
- Include copies of all fonts and graphic elements used to create the file.
- Use only OpenType fonts.
- Use collect functions found in layout software.
- Do **NOT** send Quark, Corel Draw, Microsoft Word, PowerPoint or Publisher files.

### SENDING FILES

- If your file is 20 MB or smaller, email it to Kasia Smialkowski at [ksmialkowski@allured.com](mailto:ksmialkowski@allured.com). Please indicate which magazine and issue the ad is for.
- For larger files, send through free large file transfer online services, such as Dropbox, TransferBigFiles, Hightail, etc.

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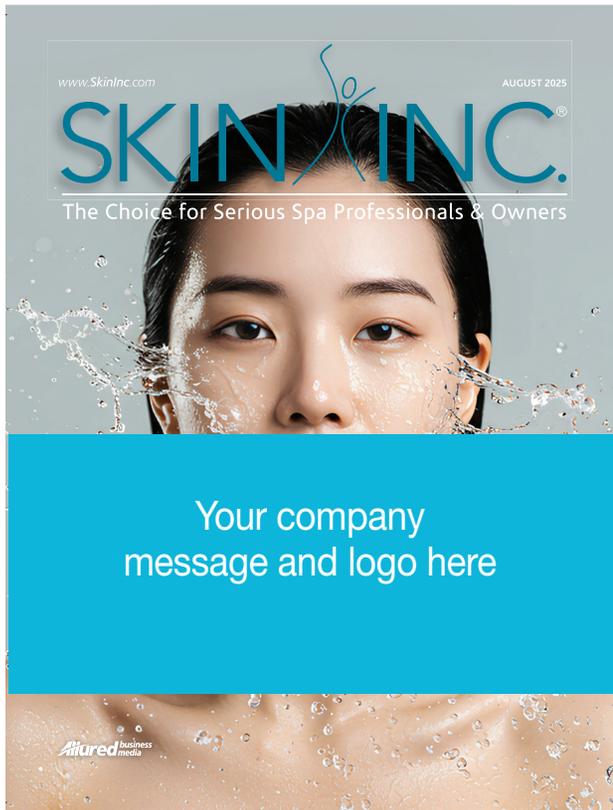
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## DIGITAL EDITION ADVERTISING

Issue Ready E-mail & Digital Edition Banner Ad (includes Mobile Ad)

Issue Ready Email Ad	300 x 250 px, 72 dpi
Reader Banner Ad	728 x 90 px, 72 dpi
Mobile Banner Ad	320 x 50 px, 72 dpi
Belly Band	8.188" wide x 4"-5" tall

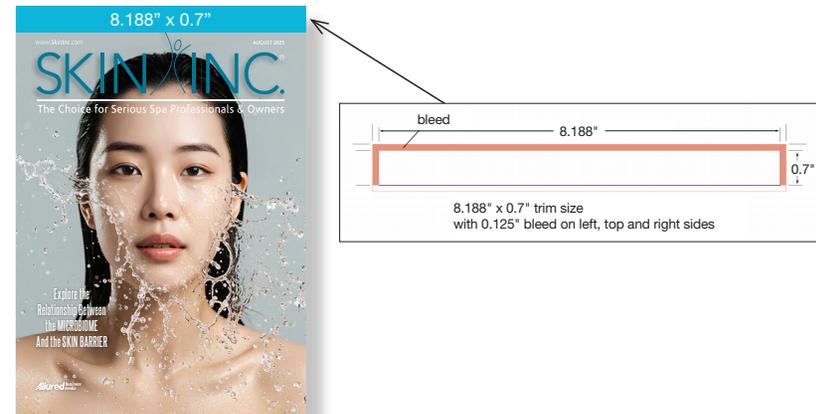


Digital Belly Band

## COVER CROWN

Promotes a corporate brand, product, website, tradeshow participation or direct readers to an interior ad.

- The ad will be placed on the top banner of the magazine cover..



## COVER CORNER

An alternate to promote a corporate brand, product, website, tradeshow participation or direct readers to an interior ad.

- The ad can be placed in the bottom right corner of the magazine cover.

