

MAGAZINE ADVERTISING SPECIFICATIONS

Shamella Anderson
Business Development Manager
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630-344-6030
www.Nailpro.com

NAILPRO
THE ART AND BUSINESS OF NAILS

Reach over 40,000 qualified subscribers dedicated to nail salon services.

Printing: Four-color (CMYK) web offset

Binding: Saddle-Stitched

Paper: Cover 100# (88 BR), body 60# (83 BR)

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.

ADVERTISING SIZES All dimensions are width by height.



Spread

Trim 15.75" x 10.75"
400 mm x 273 mm
Bleed 16" x 11"
406 mm x 279 mm



Live Area

15" x 10"
381 mm x 254 mm



Full page

Trim 7.875" x 10.75"
200 mm x 273 mm
Bleed 8.125" x 11"
(1/8" bleed)
206 mm x 279 mm



Live Area

7" x 10"
176 mm x 254 mm



1/2-page vertical

3.375" x 10"
86 mm x 254 mm



1/2-page horizontal

7" x 4.625"
178 mm x 117 mm



1/2-page (Island)

4.625" x 7.25"
117 mm x 184 mm



1/3-page square

4.625" x 4.625"
117 mm x 117 mm



1/3-page vertical

2.125" x 10"
54 mm x 254 mm



1/3-page horizontal

7" x 3.167"
178 mm x 80 mm



1/4-page vertical

3.375" x 4.625"
86 mm x 117 mm

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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 account executive.

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 Kristie Lavaud at klavaud@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, WETransfer, TransferBigFiles, etc.

BASIC ADVERTISING RATES

Contact your sales representative to discuss program opportunities to receive frequency rates.

DIGITAL EDITION ADVERTISING

Issue Ready email ad	300 x 250 px, 72 dpi
Reader banner ad	728 x 90 px, 72 dpi
Belly Band	7.875" wide x 4"-5" tall

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COVER CORNER

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

- The ad can be placed in the top right or the bottom left corner of the magazine cover.
- **\$2,500** net each, per issue (does not include interior ad)

