

# MAGAZINE ADVERTISING SPECIFICATIONS

Paige Crist  
Associate Publisher  
pcrist@allured.com  
630-344-6060  
[www.PerfumerFlavorist.com](http://www.PerfumerFlavorist.com)



**Reach over 11,376 qualified subscribers dedicated to global flavor & fragrance innovation.**

**Printing:** Four-color (CMYK) sheetfed offset

**Binding:** Saddle-Stitched

**Paper:** Cover 100# Grade 3; body 60# Grade 2

**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 16.50" x 11.25"  
420 mm x 286 mm  
Bleed 16.875" x 11.625"  
430 mm x 295 mm



**1/2-page horizontal**  
7" x 4.833"  
178 mm x 123 mm



**1/3-page horizontal**  
7" x 3.167"  
178 mm x 80 mm



**Full page**  
Trim 8.25" x 11.25"  
210 mm x 286 mm  
Bleed 8.625" x 11.625"  
220 mm x 295 mm



**1/2-page island**  
4.583" x 7.333"  
116 mm x 186 mm



**1/4-page vertical**  
3.333" x 4.833"  
85 mm x 123 mm



**Live Area**  
7.25" x 10.25"  
184 mm x 260 mm



**1/3-page square**  
4.583" x 4.833"  
116 mm x 123 mm



**1/4-page horizontal**  
7" x 2.333"  
178 mm x 59 mm



**1/2-page vertical**  
3.333" x 10"  
85 mm x 254 mm



**1/3-page vertical**  
2.167" x 10"  
55 mm x 254 mm



**Full-page insert**  
12.375" x 11.5"  
(Note includes: 4" binding lip)  
314 mm x 292 mm

*A 10% premium is charged for stock heavier than 80-pound text. The maximum weight is 100 pound text.*

# MAGAZINE ADVERTISING SPECIFICATIONS CONT'D

Paige Crist  
Associate Publisher  
pcrist@allured.com  
630-344-6060  
[www.PerfumerFlavorist.com](http://www.PerfumerFlavorist.com)



## 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.
- Please 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](mailto: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.

### DIGITAL EDITION ADVERTISING

Issue Ready email ad	300 x 250 px, 72 dpi
Reader banner ad	728 x 90 px, 72 dpi
Belly Band	8.188" wide x 4"-5" tall

# MAGAZINE ADVERTISING SPECIFICATIONS CONT'D

Paige Crist  
Associate Publisher  
pcrist@allured.com  
630-344-6060  
[www.PerfumerFlavorist.com](http://www.PerfumerFlavorist.com)

perfumer  
& flavorist   
The Resource for Sensory & Wellness Innovation

## ELECTRONIC FILES

### COVER CORNER

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

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

