

MAGAZINE ADVERTISING SPECIFICATIONS

Perri Polowy
Business Development Mgr
ppolowy@allured.com
630-344-6075
www.SkinInc.com



Reach over 40,335 qualified subscribers dedicated to professional skin care services and wellness.

Printing: Four-color (CMYK) Web offset

Binding: Saddle-stitched

Paper: Cover 80# (88 BR), body 60# (84 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 16.25" x 10.875"
413 mm x 277 mm
Bleed 16.625" x 11.25"
422 mm x 283 mm



Full page

Trim 8.125" x 10.875"
206 mm x 277 mm
Bleed 8.5" x 11.25"
216 mm x 283 mm



Live Area

7" x 10"
176 mm x 252 mm



1/2-page vertical

3.333" x 10"
85 mm x 254 mm



1/2-page horizontal

7" x 4.833"
178 mm x 123 mm



1/3-page square

4.583" x 4.833"
116 mm x 123 mm



1/3-page vertical

2.167" x 10"
55 mm x 254 mm



1/4-page vertical

3.333" x 4.833"
85 mm x 123 mm

Products & Services Classified Ads

2.25" x 1" or 2" or 3"
57 mm x 25 mm or 51 mm or 76 mm

For ad inserts, tip-ons bellybands, blow-ins and other specialty advertising opportunities, contact your account executive for more information.

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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. JPEGs 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**. 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	8.125" wide x 4"-5" tall

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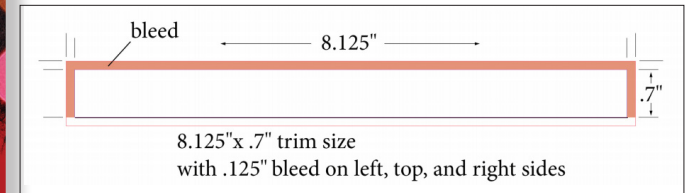
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COVER CROWN

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

- Ad will be placed on the top banner of the magazine cover
- **\$2,500** Net each, per issue (does not include an interior ad)



COVER CORNER

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

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

