MAGAZINE ADVERTISING SPECIFICATIONS

Paige Crist
Associate Publisher
pcrist@allured.com
630-344-6060
www.PerfumerFlavorist.com

perfumer & flavorist +
The Resource for Sensory & Wellness Innovation

Reach Over 11,500 Qualified Subscribers Dedicated to Global Flavor & Fragrance Innovation

Printing: Four-color (CMYK) sheetfed offset

Binding: Saddle-Stitched

Paper: Cover 80# Body 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.

NEW IN 2024
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

Full page
Trim 8.188" x 10.875"
208 mm x 277 mm
Bleed 8.438" x 11.125" (1/8" bleed)
214 mm x 282 mm

Live Area
7" x 10"
176 mm x 252 mm

1/2-page horizontal spread
Trim 16.376" x 5.333"
416 mm x 135 mm
Bleed 16.626" x 5.458"
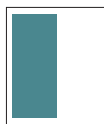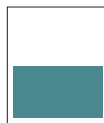422 mm x 138 mm
Note: Bleeds 1/8" left, right and
bottom of spread

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 vertical
2.167" x 10"
55 mm x 254 mm

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

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

1/4-page vertical
3.333" x 4.833"
85 mm x 123 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 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 <u>must</u> 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 Kasia Smialkowski at **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, 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

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.

3"x 3" trim size with .125" bleed

3"

3"

3"

3"x 3" trim size with .125" bleed

3"