

2017 MECHANICAL REQUIREMENTS FOR PRINT

TRIM SIZE: 7 7/8" x 10 1/2"

URL Location: If the print file is to be repurposed for the digital version of this title, please keep URLs .5 inches from top and bottom of the trim dimension to accommodate URL activation.

UNIT SIZE:	NON BLEED Width x Length	BLEED Width x Length	BLEED LIVE AREA Width x Length	TRIM Width x Length
Spread	15 1/4" X 10"	16" X 10 3/4"	15 1/4" X 10"	15 3/4" X 10 1/2"
Page	7 3/8" X 10"	8 1/8" X 10 3/4"	7 3/8" X 10"	7 7/8" X 10 1/2"
2/3 Vertical	4 3/4" X 10"	5-1/4" X 10 3/4"	4 1/2" X 10"	5" X 10 1/2"
2/3 Horizontal	7 1/4" X 6 1/2"	8 1/8" X 7"	7 1/4" X 6 1/4"	7 7/8" X 6 3/4"
Digest	4 3/4" X 7"	5-1/4" X 7 1/2"	4 1/2" X 6 3/4"	5" X 7 1/4"
1/2 Vertical	3 1/2" X 10"	4 1/8" X 10 3/4"	3 3/8" X 10"	3 7/8" X 10 1/2"
1/2 Horizontal	7 1/4" X 4 7/8"	8 1/8" X 5 3/8"	7 1/4" X 4 5/8"	7 7/8" X 5 1/8"
1/2 Horiz Spread	15 1/4" X 4 7/8"	16" X 5 3/8"	15 1/4" X 4 5/8"	15 3/4" X 5 1/8"
1/3 Vertical	2 1/4" X 10"	2 7/8" X 10 3/4"	2 1/8" X 10"	2 5/8" X 10 1/2"
1/3 Square	4 3/4" X 4 7/8"	5 1/4" X 5 3/8"	4 1/4" X 4 5/8"	5" X 5 1/8"
1/3 Horizontal	7 3/8" X 3 1/4"	8 1/8" X 3 3/4"	7 3/8" X 3 1/8"	7 7/8" X 3 1/2"
1/6 Vertical	2 1/4" X 4 7/8"	Not Available		
1/6 Horizontal	4 5/8" X 2 7/8"	Not Available		
1/12"	2 1/4" X 2 3/8"	Not Available		
Travel 4"	2 1/4" X 4"	Not Available	Travel Directory	
Travel 2"	2 1/4" X 2"	Not Available	Travel Directory	
Travel 1"	2 1/4" X 1"	Not Available	Travel Directory	
Brochure Large	2 1/4" X 3"	Not Available	Travel Brochures	
Brochure Small	1 1/8" X 3"	Not Available	Travel Brochures	

Brochure Ads Contact Pam Hutchcroft regarding Materials at 515-284-3210 or Pam.hutchcroft@meredith.com

MATERIAL REQUIREMENTS: Digital (see other side)

SUBMIT FILES VIA MEREDITH AD EXPRESS powered by SendMyAd.

TO JOIN GO TO: <https://meredith.sendmyad.com>

NOTE: When establishing an account please observe the Minimum Requirements to avoid processing errors.

- Create an account if you have not already done so.
- Choose: "Send My Ad".
- Choose Publication: Better Homes & Gardens
- Choose Issue: i.e. March
- Meredith will no longer accept color proofs.
- Any proofs sent will be used for content only.

FOR MATERIAL EXTENSIONS OR PRODUCTION QUESTIONS CONTACT:

Pam Hutchcroft, Meredith Content Center

P: 515-284-3210

E: pam.hutchcroft@meredith.com

For more information, please contact your BHG Account Executive or Deirdre Finnegan, Associate Publisher, *Better Homes and Gardens* at 212-455-1208.

*Effective January 2016 Issue.

**Better Homes
& Gardens®**
LIFE IN COLOR

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FILE FORMATS:

- Preferred format: PDF/X-1A
- Acceptable format: PDF

For instructions on how to create a PDF go to:

<https://meredith.sendmyad.com>

-under HOME - select DASHBOARD - select VIEW FAQs.

FILE RESOLUTION REQUIREMENTS:

- Vector (PDF/X-1A, PDF)
- 300 dpi for images/2400 DPI for Line Work

RETENTION OF MATERIALS:

Materials for all processes will be held for one year then destroyed, unless otherwise notified.

FILE SPECIFICATIONS/GENERAL GUIDELINES:

- Do not apply style attributes to basic fonts.
- Free fonts and/or system fonts should not be used, or at a minimum, be outlined.
- Include and/or embed all fonts, images/scans, logos and artwork.
- Do not nest PDF files in other PDF files.
- Do not nest EPS files in other EPS files.
- Use of illegal characters in file names will not be accepted.(Example: &,-,~,%, (,) #, ', \$ etc or anything after the extension).
- Limit File Name to 24 characters INCLUDING the extension.
- On 4/C ads, Pantone colors, other spot colors, and non-CMYK elements must be converted to CMYK.
- Four color solids should not exceed SWOP density of 300%.
- To create a rich black use 100% K and 60% C.
- Color type, reverse type and/or line art should not be less than .007 at the thinnest part of the character. Single color type should be no less than .004 at the thinnest part of the character.
- To avoid low-res (soft type) or 4/C black type, type should be built in Quark, Indesign or Illustrator and not within Photoshop.
- Reverse type should use a dominant color (usually 70% or more) for the shape of the letters. Where practical and not detrimental to the appearance of the job, make the type in the subordinate colors slightly larger to minimize register problems on the production press.
- All supplied materials intended for use in Meredith publications must be properly trapped.

ROTOGRAVURE TITLES:

Better Homes & Gardens, Family Circle, Parents & Martha Stewart Living magazines will require a 5% minimum dot to print the highlight areas & square-up on edges. Fade off dot is 3%.

FILE SUBMISSION SITE:

Submit FILES via **MEREDITH AD EXPRESS**

To Join go to: <https://meredith.sendmyad.com>

- Firefox browser is recommended.
- When establishing an account please observe the minimum requirements to avoid processing errors.
 1. Create an account, if not already established.
 2. Choose: "Send My Ad"
 3. Choose the publication: i.e. More Magazine
 4. Choose the issue: e.g. October or Fall

LIVE MATTER REQUIREMENTS:

- Set the offset setting to .167 when creating PDF/X-1A files so the standard trim, bleed and center marks are included but not in the "live" image area or "bleed" area.
- Single page ads should be built to 100% trim size with the marks & bleeds option turned on. If ad bleeds, extend bleed a minimum of 1/8" beyond trim. Keep live matter in a minimum of 1/4" inside trim dimensions.
- Partial page ads should be built to 100% of their actual trim size with the marks & bleeds option turned on. If ad bleeds, extend bleed a minimum of 1/8" beyond trim. Keep live matter a minimum of 1/4" inside trim dimensions.
- All non-bleeds ads should be built to 100% of the non-bleed specs.
- All Bleed Ads - Keep live matter a minimum of 3/8" inside the bleed dimensions on all four sides.
- Spread Ads: Keep live matter 1/4" away from either side of center or 1/2" total across the gutter. For spread ads with a headline crossing over the gutter, contact production department if the visual spacing between words or letter is critical.

NOTE: New files are required for ads that need type changes such as key-codes, addresses, phone numbers, etc.

PROOF REQUIREMENTS:

- Meredith will no longer accept color proofs.
- Any proofs sent will be used for content only.
- Meredith will produce a SWOP certified proof from the uploaded PDF/X-1A file to be used as color guidance on press.

Files must be prepared to Meredith's published specs, in accordance with SWOP 2013 specifications. If the above guidelines are not met, the color and quality of print reproduction may vary.

For more information, please contact your BHG Account Executive or Deirdre Finnegan, Associate Publisher, *Better Homes and Gardens* at 212-455-1208.

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