

# advertising

One Park Avenue • New York, New York, 10016 • 212.545.4800

MAGAZINE TRIM SIZE 7.75" X 10.5"

Live matter not intended to bleed must be .375" from trim and binding edges.

## DIMENSIONS

BLEED SIZES	
	2 Page Spread . . . . . 15.75" x 10.75"
	Full Page . . . . . 8" x 10.75"
	1/2 Page Spread (horizontal) . . . . . 15.75" x 5.375"
	2/3 Page (vertical) . . . . . 5" x 10.75"
	1/2 Page (vertical) . . . . . 4" x 10.75"
	1/2 Page (horizontal) . . . . . 8" x 5.375"
	1/2 Page (digest) . . . . . 4.875" x 7.25"
	1/3 Page (vertical) . . . . . 2.875" x 10.75"
	1/3 page (square) . . . . . 4.875" x 5.125"
NON-BLEED SIZES	
	2 Page Spread . . . . . 14.5" x 9.5"
	Full Page . . . . . 6.75" x 9.5"
	1/2 Page (vertical) . . . . . 3.5" x 10"
	1/2 Page Spread (horizontal) . . . . . 14.5" x 4.625"
	2/3 Page (vertical) . . . . . 4.25" x 9.5"
	1/2 Page (horizontal) . . . . . 6.875" x 4.75"
	1/2 Page (digest) . . . . . 4.125" x 6.50"
	1/3 Page (vertical) . . . . . 2.25" x 10"
	1/3 Page (square) . . . . . 4.25" X 4.5"

## MATERIAL SPECIFICATIONS

Digital Material PDF/X1a is the preferred file format for ad submission. Careful attention must be paid to the proper creation of PDF/X1a files to ensure that they will reproduce correctly. All high-resolution images and fonts must be included when the PDF/X1a file is saved. Use only Postscript fonts – no TrueType fonts or font substitutions. Images must be a high resolution TIFF or EPS files at 300 dpi. Total area density should not exceed SWOP 300% TAC. Images should be CMYK or grayscale only. Do not nest EPS file into other EPS files. Do not embed ICC profiles within images. All required image trapping must be included in the file. File should be right reading, portrait mode, 100% size, and no rotations. PDFs must include standard trim, bleed and center marks in all separations. Crop marks should offset from trim by 1/2" (No marks included in the "live" image area). Ads should be supplied on a Mac formatted CD-ROM. It is the policy of Weider Publications not to accept any native application files such as Quark, Photoshop or Illustrator. Ads created in Microsoft Word, Microsoft Publisher, PowerPoint or any other word processing program will NOT be accepted. PROOFS: All color ads must be accompanied by a SWOP certified digital color proof, such as Kodak Approval, Epson, Iris or Fuji.

## MATERIALS SHOULD BE SENT TO:

American Media Inc.  
 Attn: Tom O'Connor,  
 Natural Health Production  
 One Park Ave., 3<sup>RD</sup> Floor  
 New York, NY 10016  
 T 212.743.6657  
 Toconnor@amilink.com

leuxftp.rrd-lpc.com  
 username: naturalhads  
 password: ads4nath

## MECHANICAL REQUIREMENTS

Printing Process: Web Offset. Binding: Perfect. Regionals, Full A/B Splits and Half Run A/B Splits: Available. Please speak to your *Natural Health* sales representative. Inserts smaller than a full-page are acceptable only with a full page backup ad. Specifications, quantities, shipping information, etc., for all inserts will be supplied by Production Coordinator after space is scheduled. All supplied inserts must be reviewed by the Production Department to determine bindery charges and whether the inserts meet our manufacturing specifications.

## GENERAL ADVERTISING POLICY

Rates are subject to change without notice and are based on receipt by Publisher of complete offset film and proofs in conformance with *Natural Health* mechanical specifications. Materials are to be supplied by due dates shown on this rate card, or by extended dates officially granted by Production Coordinator. Additional work required to convert artwork to film will be billed at cost plus service charges, but Publisher retains the right to reject such artwork if there is insufficient time to submit proof for advertiser's approval before materials are required. Beer and wine advertising is acceptable, but *Natural Health* does not accept advertising for hard or specialty liquors, or for tobacco products. Commission to recognized agencies: 15%. Pre-payment required on all orders not approved for credit. Payment terms: Net 30. Past due accounts are subject to 1.5% monthly service charge. Publisher reserves right to reject advertisements that do not comply with *Natural Health* editorial policy. Publisher may be able to accept full-page or spread advertisements after closing dates on a "space available" basis, with the understanding that such advertisements will be positioned in the magazine solely at Publisher's discretion. We accept checks, money orders, wire transfers, American Express, Visa, and MasterCard.

AD SPECIFICATION

