

Woman's Day[®]

Special Interest Publications

Mechanical Specifications

Ship All Materials To:

WD SPECIALS/Production Department
1633 Broadway, 43rd Floor
New York, NY 10019

Note: All electronic data will be held for one year from date of last insertion and all media will be destroyed after three months unless directed otherwise.

For Assistance Call:

Gary Krystofiak

PRODUCTION MANAGER
(212) 767-6904

Diane Arlotta

PRODUCTION DIRECTOR
(212) 767-6374
Fax: (212) 767-5603

Acceptable File Format:

PDF/X-1a—which means that it conforms to PDF version 1.3 (Acrobat 4); it has an output resolution of 2400 dpi; it is composite CYMK; it uses high-quality JPEG or lossless Zip compression; resolution for color and grayscale images is 300 dpi; resolution for monochrome images is 1200 dpi; and fonts are embedded and subsetted 100%, as well as other characteristics. This format is acceptable for full and partial pages. Trapping is the responsibility of the file provider.

Unacceptable File Formats:

Other file types—such as Postscript, TIFF, EPS, native Photoshop files, or other native application files such as Quark, InDesign, Pagemaker, Illustrator, Freehand, etc.—are unacceptable because they introduce many possibilities for error.

Proof Specifications:

Kodak Approval; Imation Matchprint Digital Halftone; or Progressive press proofs. All contract proofs must be made according to SWOP standards. Proofs that do not meet SWOP criteria will be used for color break only. In addition, please supply two content (laser) proofs, which are an identical match to the furnished file. NOTE: This will allow HFM to ensure content integrity.

Acceptable Media:

CD, MASS TRANSIT FTP. FTP guest instructions will be emailed to you upon request. Your files can be sent to us within minutes. Note: A Contract proof must follow the next business day.

Ink Specifications:

4/C process. Match colors available.

Binding Specifications:

Perfect bound; jog to foot. Except Eating Light, which is saddle stitched.

Printing Method:

Web offset

For supplied insert information call:***Gary Krystofiak***

(212) 767-6904

Diane Arlotta

(212) 767-6374

Page Dimensions

All Sizes Are Width Times Depth	NON BLEED (Width x Depth)	BLEED (Width x Depth)	TRIM SIZE (Width x Depth)
Full Page	7" x 10"	8 1/8" x 10 3/4"	7 7/8" x 10 1/2"
2/3 Page Vertical	4 1/2" x 10"	5" x 10 3/4"	4 3/4" x 10 1/2"
1/2 Page Horizontal	7" x 4 7/8"	8 1/8" x 5 1/2"	7 7/8" x 5 1/4"
1/2 Page Vertical	3 1/4" x 10"	4" x 10 3/4"	3 3/4" x 10 1/2"
1/2 Page Digest	4 1/2" x 7"	5 1/8" x 7 5/8"	4 7/8" x 7 3/8"
1/3 Pg Chkrboard	4 1/2" x 4 7/8"	5 1/8" x 5 3/8"	5" x 5 1/4"
1/3 Pg Square	4 1/2" x 4 7/8"	5 1/8" x 5 3/8"	4 7/8" x 5 1/8"
1/3 Pg Vertical	2 1/4" x 10"	2 7/8" x 10 3/4"	2 5/8" x 10 1/2"
1/4 Pg Chkrboard	3 1/4" x 4 5/8"	3 7/8" x 5 1/4"	3 5/8" x 5"
Island	4 1/2" x 7 1/4"	---	---
Island (Butt to Rule)	4 3/4" x 7 3/8"	---	---
Spread	14 1/2" x 10"	16 1/4" x 10 3/4"	15 1/2" x 10 1/2"
1/2 Horizontal Spread	15" x 4 7/8"	15" x 10"	15 3/4" x 5 1/4"

Live matter safety - leave 1/4" from all trim edges. Gutter safety for type - 1/8" from each side of spread center.

Page Dimensions for Kitchens & Baths

All Sizes Are Width Times Depth	NON BLEED (Width x Depth)	BLEED (Width x Depth)	TRIM SIZE (Width x Depth)
Full Page	7 3/3" x 10 1/4"	8 1/2" x 11 1/16"	8 1/4" x 10 13/16"
2/3 Page Vertical	5" x 10 1/4"	5 1/2" x 11 1/16"	5 1/4" x 10 13/16"
1/2 Page Horizontal	7 3/4" x 4 7/8"	8 1/2" x 5 9/16"	8 1/4" x 5 5/16"
1/2 Page Vertical	3 3/4" x 10 1/4"	4 1/4" x 11 1/16"	4" x 10 13/16"
1/2 Page Digest	5" x 7"	5 1/2" x 7 1/2"	5 1/4" x 7 1/4"
1/3 Pg Chkrboard	4 3/4" x 4 7/8"	5 1/4" x 5 9/16"	5" x 5 5/16"
1/3 Pg Square	4 3/4" x 4 7/8"	5 1/4" x 5 9/16"	5" x 5 5/16"
1/3 Pg Vertical	2 3/8" x 10 1/4"	3" x 11 1/16"	2 3/4" x 10 13/16"
1/4 Pg Chkrboard	3 5/8" x 4 7/8"	4 1/4" x 5 9/16"	4" x 5 5/16"
Island	5" x 7 1/2"	---	X
Island (Butt to Rule)	5 1/4" x 7 3/4"	---	---
2 Page Spread	16" x 10 1/4"	16 3/4" x 11 1/16"	16 1/2" x 10 13/16"
	---	Gutter Bleed 16 x 10	---
1/2 Horizontal Spread	16" x 4 7/8"	16 3/4" x 5 9/16"	16 1/2" x 5 5/16"

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Page Dimensions for Ty Pennington At Home

All Sizes Are Width Times Depth	NON BLEED (Width x Depth)	BLEED (Width x Depth)	TRIM SIZE (Width x Depth)
Full Page	7 3/8" x 10"	8 5/8" x 10 3/4"	8 3/8" x 10 1/2"
2/3 Page Vertical, 2 Col	4 3/4" x 10"	5 3/8" x 10 3/4"	5 1/4" x 10 1/2"
1/2 Page Horizontal, 3 Col	7 3/8" x 4 5/8"	8 5/8" x 5 1/4"	8 3/8" x 5 1/8"
1/2 Page Vertical, 1-1/2 Col	3 3/8" x 10"	4 1/4" x 10 3/4"	4 1/8" x 10 1/2"
1/2 Page digest	4 3/4" x 7"	5 3/8" x 7 1/2"	5 1/4" x 7 3/8"
1/3 Pg Chkrboard	4 3/4" x 4 7/8"	5 1/4" x 5 9/16"	5" x 5 5/16"
1/3 Pg Square, 2 Col	4 3/4" x 4 5/8"	5 3/8" x 5 1/4"	5 1/4" x 5 1/8"
1/3 Pg Vertical	2 3/8" x 10"	3 1/8" x 10 3/4"	3" x 10 1/2"
1/4 Pg Vert, Regional Only	3 3/8" x 4 5/8"	---	---
1/6 Page Vertical	2 3/8" x 4 5/8"	---	---
2 Page Spread	15 3/4" x 10"	17" x 10 3/4"	16 3/4" x 10 1/2"
1/2 Horizontal Spread	15 3/4" x 4 5/8"	17" x 5 1/4"	16 3/4" x 5 1/8"

Live matter safety - leave 1/4" from all trim edges. Gutter safety for type - 1/8" from each side of spread center.