



### Ad Sizes in decimals

Ad Size	Trim	Bleed
Full Page with bleed	8.25" X 10.875"	8.50" X 11.125"
Two-Page spread	16.50" X 10.875"	16.75" X 11.125"

(Full Page and Two-Page spreads keep live matter .375" from trim and gutter)

### Incremental Ads

2/3 Page	4.50" X 9.75"
1/2 Page Vertical	3.375" X 9.75"
1/2 Page Horizontal	7" X 4.75"
1/3 Page Vertical	2.125" X 9.75"
1/3 Page Square	4.50" X 4.75"
1/4 Page	3.375" X 4.75"
1/8 Page	3.375" X 2.25"
Classified Ads	2.2" Column Width, (2" Live Area)

### File Format

Hearth & Home magazine is produced 100 percent computer-to-plate at 150 line screen/300 ppi with a closed-loop color management system.

Press Quality PDF files are the preferred file format for file submission. Careful attention must be paid to the proper creation of Press Quality PDF files (print-ready, high-resolution with embedded fonts and graphics) to ensure that they will reproduce correctly. No crop marks are needed. Printer is not responsible if they print.

Publisher is not responsible for errors due to improper file preparation.

### Print Ready Requirements

Every ad submitted must include the following:

- Hard Copy/Proof: Supply high-quality SWOP (Specifications for Web Offset Publications) approved proof. Village West Publishing is not responsible for any color inaccuracies when a SWOP approved proof is not provided.
- 4-Color Black
- Press Quality PDF
- Notation of issue(s) in which ad material will be used.
- Point of contact for any questions pertaining to the ad material received.

### Layout

Ad should be created at 100 percent. This should correspond to sizes above.

### Bleed Ads

For full-page ads and two-page spreads keep important elements such as type a minimum of .375" away from the trim. Then add .125" all around for bleed. This is to ensure nothing is trimmed off that is important to the integrity of the design.

### Matching Colors

Hearth & Home magazine is printed with process colors (combination of cyan, magenta, yellow and black ink). Any PMS or RGB used will be converted, resulting in a color shift. To ensure that the color is correct, it is recommended that you convert the PMS or RGB to CMYK. Black should be 4-color except in small text. Cyan 75%, Magenta 63%, Yellow 63% and 100% Black.

**Metallic Ink:** Contact publisher for rates.

### Late Material

If new ad does not arrive by the closing date, Publisher reserves the right to run the most recent ad and/or charge a late fee.

### Production Charges

Work provided by Village West Publishing will be billed at \$100 per hour.

### Items to Check for...

- All fonts are supplied or embedded
- No Pantone or RGB colors
- Images are Hi-Res (300 ppi)
- All Blacks are 4-color, except in text. Cyan 75%, Magenta 63%, Yellow 63% and 100% Black.

### Material Deadlines

Issue	Material
January	11/30/17
February	12/29/17
March	1/31/18
April	2/28/18
May	3/30/18
June	4/30/18
July	5/31/18
August	6/29/18
September	7/31/18
October	8/31/18
November	9/28/18
December	10/31/18

### Production Questions?

Contact Creative Services at (800) 258-3772.  
E-mail: [production@villagewest.com](mailto:production@villagewest.com)

### Sending Us Files?

#### E-mail:

[production@villagewest.com](mailto:production@villagewest.com)  
Maximum file accepted is 15MB

#### FTP Website upload:

[www.hearthandhome.com](http://www.hearthandhome.com)  
Click the "Send Us Files" button then follow instructions.

#### FedEx, UPS, DHL & USPS:

Attention: Creative Services  
Village West Publishing  
25 Country Club Road, Suite 403  
Gilford, NH 03249