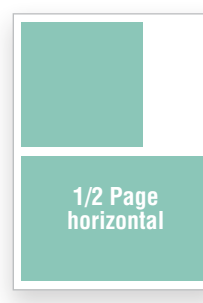
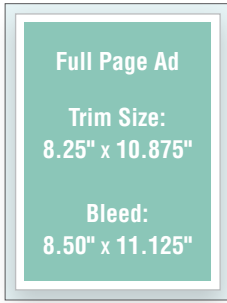


PRINT MATERIAL SPECIFICATIONS



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 (Horizontal Only) | 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 (Marketplace Ads) | 3.375" X 4.75" |
| 1/8 Page (Marketplace Ads) | 3.375" X 2.25" |
| Classified Ads | 2.2" Column Width (2" Live Area) |

Material Deadlines

| Issue | Space | Material |
|-----------|----------|----------|
| January | 11/22/19 | 11/27/19 |
| February | 12/24/19 | 12/31/19 |
| March | 1/24/20 | 1/31/20 |
| April | 2/21/20 | 2/28/20 |
| May | 3/27/20 | 3/31/20 |
| June | 4/24/20 | 4/30/20 |
| July | 5/22/20 | 5/29/20 |
| August | 6/26/20 | 6/30/20 |
| September | 7/24/20 | 7/31/20 |
| October | 8/26/20 | 8/31/20 |
| November | 9/25/20 | 9/30/20 |
| December | 10/23/20 | 10/30/20 |

File Format

Hearth & Home magazine is produced 100% 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.

Layout

Ad should be created at 100%. 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 (Cyan 75%, Magenta 63%, Yellow 63% and 100% Black) except in small text. A high-quality SWOP approved proof is recommended. *Village West Publishing is not responsible for any color inaccuracies when a SWOP approved proof is not provided.*

Fifth Color or Metallic Ink: Contact publisher for rates.

Late Material

If a 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 Questions?
Contact production at (800) 258-3772 or production@villagewest.com.

Production Charges

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

Sending Us Files?

Did you remember to...

- embed or supply all fonts?
- remove Pantone or RGB colors?
- ensure images Hi-Res (300 ppi)?
- ensure all blacks are 4-color, except in text? (C75%, M63%, Y63% and 100% Black)
- supply a Press Quality PDF?
- note issue date(s) in which ad material will be used, and person to contact for any questions?
- supply a SWOP Approved Proof?
(Specifications for Web Offset Publications)

Email

production@villagewest.com
Maximum file accepted is 15MB

Website upload

www.hearthandhome.com
Click the "Send Us Files" button then follow instructions.

Mailing Address

Village West Publishing
25 Country Club Road, Suite 403
Gilford, NH 03249

Contact production at (800) 258-3772 or production@villagewest.com.