

# 2010

## MECHANICAL SPECS

### DIGITAL REQUIREMENTS

Supplied materials that do not comply with the following specifications will be corrected and the advertiser will be billed for the required production.

**AD SIZES:** All ads must be created to exact size specifications listed on the rate card or will incur charges for resizing. On bleed ads use trim size as your document size. No live matter within 1/4" of gutter or trim on full page or spread ads.

**REQUIRED FORMAT:** PDF/X-1a format is the required file format for submission. When preparing PDF/X-1a files, careful attention must be paid to ensure they are properly created and will reproduce correctly. Please see [Adobe.com/products/acrobat/pdfs/pdfx.pdf](http://adobe.com/products/acrobat/pdfs/pdfx.pdf) for guidelines and instructions. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at [www.swop.org](http://www.swop.org).

**PROOFS: For full page and spread ads,** advertisers MUST submit a contract-level digital proof at full size that conforms to SWOP standards (including a color bar) for all digital files. Client-supplied contract proof is required to guarantee color. Acceptable contract proofs include: Epson Contract Proof, IRIS, Kodak Approval, Digital Match Print, Progressive Press Proof, Fuji Pictro, Fuji Final Proof. Proofs are required regardless of file delivery mode. If contract proof is not supplied, we will generate an Epson proof, and additional charges may apply. **The publisher and printer will not accept responsibility when contract proofs are not submitted.**

**MEDIA TRANSFER:** CD-ROM, DVD

**\*ELECTRONIC TRANSMISSIONS:**

Ad files can be delivered via our Ad Portal at [adportal.bonniercorp.com](http://adportal.bonniercorp.com). For ads supplied electronically, advertiser must supply an

additional content proofing file (jpg or tiff). If one is not supplied, a confirmation PDF proof will be sent to advertiser for approval and an Epson proof will be made for full page ads and spreads, and additional charges may apply. We do not accept ads via e-mail. **Electronic files are stored for one year only, unless otherwise requested in writing.**

**INSERTS:** Consult your advertising representative. Production, design and prepress services are available; rates upon request.

**MATERIALS REQUIREMENTS:**

**Photos:** Color scans must be 300 dpi in CMYK. B/W scans must be 300 dpi grayscale.

**Logos:** Vector .eps or .ai files are preferred. Type should be converted to outlines unless the fonts are provided. Jpgs must be 300 dpi.

If you are supplying native files for us to work with, they must be accompanied by the fonts used in those files. Black type on light background should be defined as 100% black ONLY. Files should conform to SWOP guidelines, and total ink density should not exceed 300%.

### SHIPPING INSTRUCTIONS

When shipping ad materials please make sure to identify the magazine and the issue it's scheduled for.

**SEND ALL ADVERTISING MATERIALS TO:**

*Cruising World or Sailing World (Please Specify)*  
Attn: Lindsey Martins Merriam  
55 Hammarlund Way Tech 2  
Middletown, RI 02842  
401-845-5124

### Cruising World 2010 Schedule

	Space Close Date	Material Due Date	On-Sale Date
JAN	11/10/09	11/12/09	12/29/09
FEB	12/04/09	12/09/09	01/26/10
MAR	01/05/10	01/11/10	02/23/10
APR	02/05/10	02/10/10	03/23/10
MAY	03/05/10	03/09/10	04/20/10
JUNE	04/05/10	04/09/10	05/25/10
JULY	05/05/10	05/10/10	06/22/10
AUG	06/04/10	06/08/10	07/27/10
SEPT	07/05/10	07/09/10	08/24/10
OCT	08/05/10	08/09/10	09/28/10
NOV	09/07/10	09/11/10	10/26/10
DEC	10/05/10	10/12/10	11/23/10

### Sailing World 2010 Schedule

	Space Close Date	Material Due Date	On-Sale Date
J/F 09	11/17/09	11/20/09	01/05/10
MAR	01/15/10	01/22/10	03/02/10
APR	02/15/10	02/18/10	03/30/10
MAY	03/15/10	03/18/10	04/27/10
JUNE	04/15/10	04/19/10	06/01/10
J/A	05/14/10	05/18/10	06/29/10
SEPT	07/15/10	07/19/10	08/31/10
OCT	08/16/10	08/18/10	10/05/10
N/D	09/15/10	09/20/10	11/02/10
J/F 10	11/15/10	11/18/10	01/04/11

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## MECHANICAL SPECS

Ad Sizes	Width	Height
Trim-size of publications are 8" x 10 3/4"		
SPREAD*	15 1/8"	10"
FULL PAGE	7"	10"
2/3 PAGE	4 5/8"	10"
1/2 PAGE (HORIZONTAL)	7"	4 7/8"
1/2 PAGE (ISLAND)	4 5/8"	7 1/2"
1/2 PAGE (VERTICAL)	3 5/16"	10"
1/3 PAGE (VERTICAL)	2 1/4 "	10"
1/3 PAGE (SQUARE)	4 5/8"	4 7/8"
1/4 PAGE (SQUARE)	3 5/16"	4 7/8"
BLEED SIZES		
BLEED SPREAD*	16 1/4"	11"
*Trims to 16" x 10 3/4"	Live Area 15 1/2" x 10 1/4"	
FULL PAGE	8 1/4"	11"
1/2 PAGE (HORIZONTAL)	8 1/4"	5 1/2"
1/2 PAGE (VERTICAL)	4"	11"
JUNIOR SPREAD	16 1/4"	5 1/2"
<b>HOLD LIVE MATTER 0.25" FROM TRIM ON ALL SIDES.</b>		
*Please supply spread files as a single spread document and allow 1/8" safety on each side of the gutter. All marks should be offset at least .125" from trim. All ads supplied must be CMYK. For ads requiring a spot color, please contact your production manager for specifications.		
<i>Cruising World:</i> Printed web offset, perfect bound, Jog to Foot.		
<i>Sailing World:</i> Printed web offset, saddlewire, Jog to Foot.		

