



2009

# men's mart specs

**1/6 VERTICAL:** 2 1/8" x 4 5/8"

**1/3 VERTICAL:** 2" x 9"

**1/6 HORIZONTAL:** 4 3/8" x 2 1/4"

**1/12 SQUARE:** 2 1/8" x 2 1/4"

**1/2 HORIZONTAL:** 6" x 4 1/2"

## MATERIAL SPECIFICATIONS

Preferred Material: Digital Files

Colors: CMYK (no pantone or spot color, no 4/c black type)

Digital Files: PDF (with imbedded fonts) and PDF x/1a only.

Platform: Mac

Accepted Media: CD

Proofing: 1 GAA/SWOP color accurate certified proofs

## NO NATIVE APPLICATIONS ACCEPTED.

All digital files must conform to SWOP standards.

All files must be clearly identified with corresponding proof to exact size, incorporating all final versions of color and type. Indicate publication name, issue date and advertiser name on the disk.

Digital files must be correct size with no extra image. All crop and register marks must be 1/2" outside the trim of the magazine.

All type must meet GAA/SWOP specifications for size & thickness.

All reverse type must incorporate spreading in undercolors where applicable.

Screen ruling: 150-linescreen for covers, 133-linescreen for body.

Total area coverage: Minimum 280% total 4/c density for blacks. Maximum density is 300%

Minimum ink density each printing color recommended: 5%

Minimum line rule thickness required: .5pt overprinting, non-screened

Minimum image resolution: 300 dpi

## PLEASE SHIP ALL MATERIALS TO:

Melanie Kolbasowski, Production Manager  
Men's Fitness Production Department

One Park Avenue, 3<sup>rd</sup> Floor  
New York, NY 10016

P: (212) 743-6635 F: (212) 743-6610  
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**PLEASE NOTE:  
HI RESOLUTION PDF ONLY**

**CONTACT:** Your **Men's Fitness** sales representative or **Marc Richards**,  
Vice President, Publisher, at 917-256-5404 or [mrichards@amilink.com](mailto:mrichards@amilink.com).

**Men's Fitness**

[www.mensfitness.com](http://www.mensfitness.com)