

AD MATERIALS DUE

2025 ISSUE	AD RESERVATION	AD DUE DATE
JANUARY	12/3/24	12/10/24
FEBRUARY	1/3/25	1/10/25
MARCH	1/31/25	2/7/25
APRIL	3/4/25	3/11/25
MAY	4/3/25	4/10/25
JUNE	5/2/25	5/9/25
JULY	6/2/25	6/9/25
AUGUST	7/2/25	7/10/25
SEPTEMBER	8/5/25	8/12/25
OCTOBER	9/2/25	9/9/25
NOVEMBER	10/2/25	10/9/25
DECEMBER	10/30/25	11/6/25
2026 ISSUE		
JANUARY	12/2/25	12/9/25

# SUBMISSION INFO

E-MAIL ALL AD MATERIALS TO michelle@avidlifestyle.com. Please proofread your ad for errors before sending. Materials are due at ad close. Please contact michelle@avidlifestyle.com with any questions regarding file preparation.



PRINT AD SPECS

All dimensions are listed in inches, width X height.

### FULL PAGE AD SIZES

MUST include 0.25" bleed area on all sides. You may include bleed marks, but please DO NOT include crop marks.

#### **TWO PAGE SPREAD**

BLEED SIZE:17.25" X 11.375"LIVE AREA:16.25" X 10.375"TRIM SIZE:16.75" X 10.875"NOTE: Perfect alignment of type or design across the<br/>gutter of two facing pages cannot be guaranteed.

### FULL PAGE SINGLE

 BLEED SIZE:
 8.75" X 11.375"

 LIVE AREA:
 7.875" X 10.375"

 TRIM SIZE:
 8.375" X 10.875"

### FRACTIONAL AD SIZES

#### DO NOT BLEED OR INCLUDE CROP MARKS

2/3 VERTICAL: 4.75" X 10"	1/2 HORIZONTAL:	7.375" X 4.8542"
1/3 VERTICAL: 2.25" X 10"	1/3 SQUARE:	4.75" X 4.875"

# FILE REQUIREMENTS

Press-optimized PDF File Format is preferred (PDF/X-4:2008). Please DO NOT include crop marks in your file. Ads should be designed and saved at 100% size, CMYK color profile at 300 dpi.

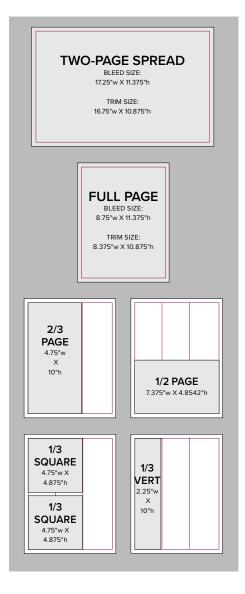
### **IMAGE RESOLUTION**

300 dpi is required for all image files. 72 dpi files are not acceptable. Ad materials supplied with low resolution images and/or graphics will be returned.

# **COLOR PROFILE**

Specify all colors in your ad as CMYK process colors.

Rather than using 100% black to make a black background, use the formula 75% cyan, 68% magenta, 67% yellow, and 90% black for a denser, rich black.



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