

Avid Lifestyle

PRINT ADVERTISING RATES

FREQUENCY 12x per year

STANDARD PLACEMENT	OPEN	3x	6x	9x	12x
TWO-PAGE SPREAD	\$ 5,375	\$ 5,000	\$4,775	\$ 4,500	\$ 4,275
PREMIUM FULL-PAGE	\$ 4,050	\$ 3,650	\$ 3,325	\$ 3,000	\$ 2,650
FULL-PAGE	\$ 3,475	\$ 3,200	\$ 3,000	\$ 2,600	\$ 2,300
2/3 PAGE	\$ 2,700	\$ 2,425	\$ 2,225	\$ 2,000	\$ 1,750
1/2 PAGE	\$ 2,025	\$ 1,850	\$ 1,700	\$ 1,475	\$ 1,350
1/3 PAGE (SQUARE/VERTICAL)	\$ 1,475	\$ 1,375	\$ 1,275	\$1,125	\$ 1,000

PREMIUM PLACEMENT	OPEN	3x	6x	9x	12x
BACK COVER	\$ 5,375	\$ 5,000	\$ 4,775	\$ 4,500	\$ 4,275
INSIDE FRONT COVER	\$ 4,700	\$ 4,400	\$ 4,200	\$ 3,900	\$ 3,650
PAGE 1	\$ 4,700	\$ 4,400	\$ 4,200	\$ 3,900	\$ 3,650
INSIDE BACK COVER	\$ 3,775	\$ 3,550	\$ 3,300	\$ 3,050	\$ 2,825

Other special placements are 15% additional. All rates net.

BLEED: Recommended at no additional charge.

PRE-PRINTED INSERTS: Consult advertising representative for pricing.

Cards, booklets, and gatefolds: consult advertising representative for pricing.

Effective 1/1/2026

PRINT ADVERTISING SPECIFICATIONS

TWO PAGE SPREAD MUST include 0.25" bleed area on ALL sides. Do not include crop marks.

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 gutter of two facing pages cannot be guaranteed.

FULL PAGE MUST include 0.25" bleed area on ALL sides. Do not include crop marks.

BLEED SIZE: 8.875" X 11.375"

LIVE AREA: 7.875" X 10.375"

TRIM SIZE: 8.375" X 10.875"

FRACTIONAL AD SIZES Do not bleed.

Do not include crop marks.

2/3 PAGE: 4.75" X 10"

1/2 PAGE: 7.375" X 4.8542"

1/3 SQUARE: 4.75" X 4.875"

1/3 VERTICAL: 2.25" X 10"

All dimensions are listed width X height

FILE REQUIREMENTS

Files should be created in the appropriate size as indicated below. Fees will be incurred for files that we have to modify or recreate.

Press-optimized PDF File Format is preferred (PDF/X-4:2008), you may include bleed marks but please **DO NOT** include crop marks in your file.

Ads should be designed and saved at 100% size, CMYK color profile at 300 dpi.

The color of the on-screen proof and the printed materials will not be exact, there will be variation.

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

AvidLifestyle is printed using 4-color process. Specify all colors in your ad as CMYK process colors.

RICH BLACK PROFILE

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 black.

AvidLifestyle is not responsible for errors that the advertiser fails to correct.

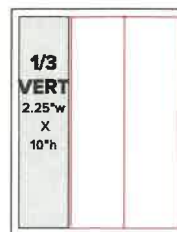
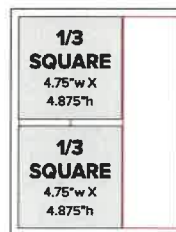
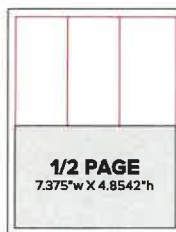
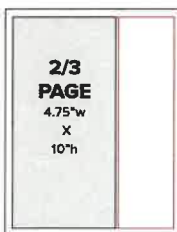
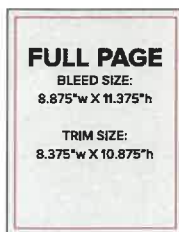
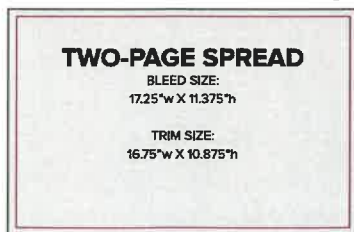
GENERAL INFO

Materials are due at ad close.

E-MAIL AD MATERIALS TO

michelle@avidlifestyle.com

QUESTIONS regarding file preparation please contact michelle@avidlifestyle.com



AD MATERIALS DUE

2026 ISSUE	AD RESERVATION	AD DUE DATE
JANUARY	12/2/25	12/9/25
FEBRUARY	1/2/26	1/9/26
MARCH	1/30/26	2/6/26
APRIL	3/3/26	3/10/26
MAY	4/2/26	4/9/26
JUNE	5/1/26	5/8/26
JULY	6/1/26	6/8/26
AUGUST	7/1/26	7/9/26
SEPTEMBER	8/4/26	8/11/26
OCTOBER	9/1/26	9/8/26
NOVEMBER	10/1/26	10/8/26
DECEMBER	10/29/26	11/5/26
2027 ISSUE		
JANUARY	12/2/26	12/9/26

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.