

COASTAL LIVING

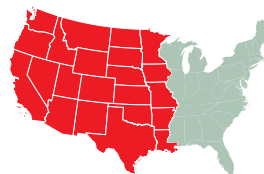
west display rates 2012

issues	CLOSE	FEB	MAR	APR	MAY	JUN	JUL/AUG	SEPT	OCT	NOV	DEC
	ON-SALE	11/28 ¹¹	12/30	1/27	3/2	3/30	5/4	6/29	8/3	8/31	9/28
		1/13	2/17	3/16	4/20	5/18	6/22	8/17	9/21	10/19	11/16

rates

	full	2/3	1/2	1/3
4C ●●●●	\$24,000	\$19,100	\$15,600	\$12,300
2C ●●	20,800	16,600	13,500	10,700
BW ○●	17,800	14,200	11,600	9,200

WEST COAST REGIONAL STATES



Card insert: \$18,100 (requires a minimum of one b/w page).

Non-commissionable production charges: Fifth color \$2,000; no bleed charge.

Pre-printed inserts: Contact *Coastal Living* Production for pricing and approval.

Minimum size accepted is digest, except card inserts accompanied by a minimum of one b/w page ad. Design, paper, and quality of insert must be comparable to that of *Coastal Living* magazine. Inserts considered objectionable by Publisher are not acceptable.

specs

	full	2/3V	1/2H	1/2V	1/3H	1/3V	SPREAD
● BLEED	8.625" x 10.75"	5.625" x 10.75"	8.625" x 5.5"	4.5" x 10.75"	NA	3.125" x 10.75"	17" x 10.75"
● NON-BLEED	7.5" x 10"	4.625" x 10"	7.5" x 4.875"	3.625" x 10"	4.625" x 4.875"	2.25" x 10"	16" x 10"

- ! Measurements listed **width by height**. 1/8" bleed reflected in bleed sizes above.
- Bleed ads not accepted on 1/3 square (H).

- **Publication trim size:** 8.375" x 10.5"
- **Live matter for bleed sizes:** 3/8" inside bleed
- **Binding guide:** Allow 1/8" foot trim
- **Printing process:** Web Offset
- **Binding style:** Perfect

File type: PDFX1a format. Supply spreads as spreads, all other ads as single pages. Allow 1/4" safety on both sides of gutter for spreads.

File specs: Complete specs at <http://direct2time.timeinc.com>

File submission: Upload at <https://direct2time.sendmyad.com>

No proof required: We are now using Virtual Proofing and no longer use hard proofs.

Production questions: Jamie_Elliott@timeinc.com or call 212-522-7279

Material extensions: Rosana_Chang@timeinc.com or call 212-522-7792