



## ADVERTISING RATES 2012

DISPLAY ADVERTISING	1x	3x	6x	12x
Double Page Spread	\$15,397	\$14,781	\$14,189	\$13,621
4-Color page	\$8,516	\$8,216	\$7,769	\$7,498
1/2 page Double Spread	\$10,139	\$9,733	\$9,343	\$8,915
1/2 page	\$6,197	\$6,013	\$5,709	\$5,436
1/4 page	\$4,856	\$4,737	\$4,543	\$4,290

\*Additional charge may apply for 5-Color

### SPECIALS/PREMIUM POSITIONS

Cover Tip	\$22,500
Belly Band	\$15,000
Front Cover Gate Fold	\$24,000
Regular Gate Fold	\$16,000
2nd Cover	add 25%
3rd Cover	add 15%
4th Cover	add 35%

### INSERTS

Based on 1 page A4 (100 pound paper stock): \$6,150

Inserts containing the words "A Supplement to MM&M": \$4,350

Inserts costs based on weight and size. Test samples required. Please contact the sales team for further information.

MMM SCHEDULE 2012	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Space Close	12/9	1/12	2/10	3/14	4/11	5/14	6/13	7/12	8/15	9/12	10/15	11/12
Materials Due	12/14	1/17	2/15	3/19	4/16	5/17	6/18	7/17	8/20	9/17	10/18	11/15

### CONTACT INFORMATION

**Brittany M. Thompson**  
Sr. Account Executive  
brittany.thompson@haymarketmedia.com  
646-638-6152

**Greg Zalka**  
Sr. Advertisement Manager  
greg.zalka@haymarketmedia.com  
646-638-6027

**Doreen Gates**  
Sr. Account Executive  
doreen.gates@haymarketmedia.com  
267-477-1151



# SPECIFICATIONS

## PRODUCTION REQUIREMENTS:

All advertising material is required in electronic format. Files accepted on CD or zip disc. For FTP or email details contact the Production department.

- Digital files must be sent with a Kodak Approval, Fuji Pictro, Fuji Final Proof or equivalent high-end color proof made from your final digital files. Please review your final proof carefully before shipping, as additional proofs will not be sent back to you for review.
- Any advertising sent via FTP or email must also have a SWOP certified proof provided before printing. If one is not a PDF or a fax must at least be supplied for layout guidance, not for color.

## DIGITAL FILE FORMATS FOR ADS SUPPLIED:

All advertisements supplied electronically or by disc are accepted in good faith and Haymarket accepts no responsibility for any problems if the guidelines are not followed.

The pages of MM&M magazine are put together on an Apple Mac, so all advertisements need to be saved for Macintosh format, ideally Illustrator or Photoshop to 300dpi. All ads supplied must have all fonts either made into outline or embedded within, no true type fonts. This helps eliminate re-flowing and font clash issues and also avoids the illegal transfer and/or unauthorized use of font software. A read-me file should be supplied explaining which format the ad has been saved in and any specific instruction about how the file should be opened. If images have been saved down as JPEGs for transfer electronically, then this needs to be indicated early so our typesetter can reopen the images in their original eps format. All eps's, tiffs or JPEGs should be saved as CMYK and not RGB. (RGB will default to mono on press). If ads are supplied without a color guide, acceptable for use with print, i.e. a swop certified Kodak Approval, Fuji Pictro, Fuji final Proof or equivalent, then MM&M cannot accept responsibility for how the ad appears in the final printed magazine.

## SEND ADVERTISING FILES TO:

Ada Figueroa  
 MM&M Production Department  
 114 West 26th Street, 4th Floor  
 New York, NY 10001  
 Telephone: 646-638-6065  
 Fax: 646-638-6120  
 E-mail: ada.figueroa@haymarketmedia.com

We accept QuarkXpress and indesign files:

- Include all linked images, fonts.
- Build all ads to trim.
- Bleed 1/8" on all sides for full-page and 2-page spreads.
- Bleed 1/8" on left, right, and bottom for 1/2-page spread.
- Keep live matter 1/4" away from trim & gutter.

**Color:** CMYK, Grayscale, Black & White, or 2-Color ads, which will be run as a process color equivalent of specified Pantone Color unless a PMS spot color, metallic and fifth color is requested and paid for.

**Fonts:** Use Type 1 fonts only. No true type fonts. PDFs are acceptable for full pages only, please contact the production department for specs.

## PRINTING SPECIFICATIONS:

Printing process: Heatset Web Offset  
 Binding: Perfect bound

## PUBLICATION TRIM AND BLEED SPECIFICATIONS:

Trim: 8 1/4" by 10 7/8". Keep all live matter a minimum of 1/4" in from trim. All bleed ads should allow 1/8" of bleed.  
 Line Screen: 175-line screen. Min and Max dot size: 5% to 95%

### IMAGE SPECIFICATIONS

Image type	Specs	Format
Photographic images	300dpi @ print size	.tif
Line art	1200dpi @ print size	.tif
Bezier/Vector art work, i.e. Illustrator	convert fonts to outlines	.eps level 1

### AD TRIM SIZE SPECIFICATIONS (IN INCHES)

Ad size	Width	Height
2 Page Spread*	16.5	10.875
Full Page*	8.25	10.875
1/2 Page Spread**	16.5	5.375
1/2 Page (vertical)	3.5	9.675
1/2 Page (horizontal)	7.175	4.6
1/4 Page (vertical)	1.675	9.675
1/4 Page (square)	3.5	4.6
1/4 Page (strip)	7.187	0.9

\* Add 1/8" bleed on all sides.

\*\* Add 1/8" bleed on left, right, and bottom sides.