

MNI DIRECT SPECIFICATIONS 2010



| Magazine | Space | Bleed | Live/Safety & Non-Bleed | Trim |
|-------------------------------------|-------------|-------------------|-------------------------|------------------|
| Better Homes and Gardens | Single Page | 8 1/8" x 10 3/4" | 7 3/8" x 10" | 7 7/8" x 10 1/2" |
| | Spread | 16" x 10 3/4" | 15 1/4" x 10" | |
| Newsweek | Single Page | 8 1/8" x 10 3/4" | 7" x 10" | 7 7/8" x 10 1/2" |
| | Spread | 16" x 10 3/4" | 15" x 10" | |
| People | Single Page | 8 1/8" x 10 3/4" | 7" x 10" | 7 7/8" x 10 1/2" |
| | Spread | 16" x 10 3/4" | 15" x 10" | |
| Sports Illustrated | Single Page | 8 1/4" x 10 3/4" | 7" x 10" | 7 7/8" x 10 1/2" |
| | Spread | 16 1/4" x 10 3/4" | 15" x 10" | |
| U.S. News & World Report | Single Page | 7 7/8" x 10 3/4" | 6 3/4" x 10" | 7 5/8" x 10 1/2" |
| | Spread | 15 1/2" x 10 3/4" | 14 3/8" x 10" | |

Considerations for PDF/X-1a Preparation

MNI does not accept native application files (e.g., QuarkXpress, InDesign, PageMaker)

- No external OPI comments embedded.
- Use only Type 1 fonts – NO truetype, composite fonts or font substitutions.
- All images must be CMYK or gray scale. TIFF or EPS (no JPEG images) between 200 and 400 DPI at 100%.
- No RGB images, spot colors, or embedded color management.
- Total area density should not exceed 300% TAC.
- All required image trapping must be included in the file.
- Reverse lettering: dominant color should be used for shape of letters with subordinate colors spread slightly to reduce registration problems.

Proofs

Two SWOP-certified proofs, printed on publication-grade paper are required for the non-Time Inc. publications. This includes *U.S. News & World Report*, *Newsweek*, and *Better Homes & Gardens*. For Time Inc. publications, no physical proofs are required as they use Virtual proofing. These titles include: *Sports Illustrated* and *People*.

For more information, please contact your MNI Ad Services Coordinator or go to www.SWOP.org for a complete list of certified SWOP proofing systems.

Contact

Media Networks, Inc., One Station Place, Stamford, CT, 06902, Attn: Ad Services
Phone: 800.225.3457, fax: 203.967.6473, adservices@mni.com

Please note:

All files for MNI Print must be submitted via the new MNI Ad Portal. You can access the MNI Ad Portal at: <https://direct2mni.sendmyad.com/>

Please select Direct Buy (non-network) from the publication drop down menu and **include the intended publication and issue date in the additional notes field.**