

# rates/advertising mechanical specs

## INTERIOR DESIGN & BUYERS GUIDE

	<b>Trim</b>	<b>Non-Bleed</b>	<b>Bleed</b>
Spread	16 3/4" x 10 7/8"		17" x 11 1/8"
Full Page	8 3/8" x 10 7/8"	7" x 10"	8 5/8" x 11 1/8"
Two-Thirds Page (vertical)	5 1/4" x 10 7/8"	4 5/8" x 10"	5 1/2" x 11 1/8"
Half Page Island	5 1/4" x 7 7/8"	4 5/8" x 7 3/8"	5 1/2" x 8 1/8"
Half Page (spread)	16 3/4" x 5 1/4"		17" x 5 1/2"
Half Page (horizontal)	8 3/8" x 5 1/4"	7" x 4 7/8"	8 5/8" x 5 1/2"
Half Page (vertical)	4 1/16" x 10 7/8"	3 3/8" x 10"	4 5/16" x 11 1/8"
One-Third Page (vertical)	2 7/8" x 10 7/8"	2 1/4" x 10"	3 1/8" x 11 1/8"
Quarter Page	3 3/8" x 4 7/8"		
Eighth Page	3 3/8" x 2 5/16"		

\* Type and other essential material must be at least 1/4" from the trim size.

## MARKET TABLOID & SHOW DAILY

	<b>Trim</b>	<b>Non-Bleed</b>	<b>Bleed</b>
Spread	21" x 13 1/2"	20" x 11 7/8"	21 3/8" x 13 7/8"
Full Page	10 1/2" x 13 1/2"	9 1/2" x 11 7/8"	10 7/8" x 13 7/8"
Junior Page	7 7/16" x 9 3/4"	7" x 9 1/2"	7 9/16" x 9 7/8"
Half Page (horizontal)	10 1/2" x 6 1/2"	10" x 6 1/4"	10 3/4" x 6 5/8"
Half Page (vertical)	5 1/8" x 13 1/2"	4 3/4" x 13"	5 1/4" x 13 3/4"
Quarter Page		4 3/4" x 6 1/4"	

\* Type and other essential material must be at least 1/2" from the trim size.

## FURNISHED INSERTS

Page Size: 8 5/8" x 11 3/8". Allow 3/16" head and 3/16" foot trim, 1/8" face and 1/8" gutter.  
Trim size 8 3/8" x 10 7/8". Live matter 1/4" from trim. Stock: Minimum 60 lb., maximum 80 lb. coated body stock. Please consult production department on all inserts, send mock-up. Also contact production department for quantity, shipping instructions and reader service numbers.

**INTERIOR  
DESIGN**

# rates/advertising mechanical requirements

## PRINT PROCESS

Web offset

## BINDING METHOD

Monthly issues, Market Tabloid and Buyers Guide are perfect bound. Show Daily issues are saddle-stitched.

## FURNISHED MATERIALS (DIGITAL - DIRECT TO PLATE)

Preferred Delivery System: ads4reed.com

You can now upload your *Interior Design* magazine advertising material as a pdf or pdfx1a to the website [www.ads4reed.com](http://www.ads4reed.com)

### Just follow these simple steps:

1. Sign in with your User name & Password or for first-time users, create a new account with a Name and Password of your own choosing.

2. Log onto [www.ads4reed.com](http://www.ads4reed.com). Choose "Interior Design Magazine" in the Publication field.

3. Indicate Issue Date, Ad Size & Color.

4. Upload your pdf - Specifications and instructions for creating a pdf from various programs are on this website.

5. Wait for a response. The system will then automatically test your file to make sure it is 100% compliant. If it is, you will receive an email stating that your ad has been successfully uploaded along with a low-res pdf proof. If it is not compliant, you will automatically receive notification and a review, allowing you to correct the file.

6. Send a color press guide to the address below:

Note: Ads submitted without a color press guide will run to SWOP standards.

**Jessica Gilbert**  
**Interior Design Magazine**  
**360 Park Avenue South, 11th floor**  
**New York, NY 10010**

**646.746.7401**  
**[jessica.gilbert@reedbusiness.com](mailto:jessica.gilbert@reedbusiness.com)**



**INTERIOR  
DESIGN**

# rates/advertising mechanical requirements

## OTHER ACCEPTED FORMATS:

**Platform:** Macintosh or IBM (or compatible)

**Media Accepted:** Floppy, Zip, Jaz or CD-ROM disks.

**Preferred File Format:** High resolution PDF. PDF settings can be emailed or faxed upon request.

**Supported Applications:** Quark 6.0 or lower, InDesign CS2 or lower, PhotoShop CS (8) or lower and Illustrator CS (10) or lower. (To ensure reliable output, always "Create Outlines" when using fonts in Illustrator.)

**Other Applications:** When creating an ad in an application other than one of the above stated, your file should be saved, exported or printed as an EPS with all fonts and hi-resolution images embedded.

**Graphics:** Raster File Resolution (Photos) 300 DPI saved in Tiff or EPS format. Do not compress graphics using JPEG or LZW. Include all placed graphics on disk. Do not embed images in your file. All images must be saved at the same size as they will appear in your advertisement.

**Line Screen:** 150 lpi, maximum density: 280%

**Fonts:** Include all fonts on disk (printer and screen fonts). Please use Adobe Type 1 fonts ONLY. DO NOT use Multiple Master fonts or True Type fonts. Adobe Type 1 fonts will be substituted for non-Adobe or True Type fonts, if necessary.

**Color:** Color images should be saved in CMYK format unless a matched Pantone color has been purchased. If a spot color is used, please note the color on your proof and make sure process color separations are not chosen. RGB or PMS color in documents should always be converted to CMYK breakdowns unless PMS spot color has been specifically purchased.

**Trapping:** Do not trap files. If necessary this will be done through the Reed production department.

**4-Color Proofs:** Digital Matchprints, Kodak Approvals or Iris proofs should be supplied with disk for all 4-color ads. Canon Digital proofs can be pulled by Interior Design at a nominal cost. If no proof is provided, the printer will run color according to SWOP color densities.

**B/W Proofs:** Laser proofs need to be supplied with disk for all black and white ads.

**Ad Size:** Crop marks for full-page ads should be at trim size. Fractional ads should be set up exactly to sizes published in media kit or as posted on web site. Bleed ads should extend beyond trim crop marks by 1/8 inch on all sides.

Production charges will be incurred if alterations are necessary due to errors in ad size, type, color space, or file format. Charges are subject to an hourly rate with a 2-hour minimum. Please consult production manager for rates. Please include the name, phone number and address of the creator of the ad in case we need to contact them about the ad. Also, be sure to indicate the issue in which the ad is to be inserted.

**Ship all materials to: Jessica Gilbert, *Interior Design Magazine*,  
360 Park Avenue South, 11th Floor, New York, New York 10010.  
Phone: 646.746.7401.**

**INTERIOR  
DESIGN**

# rates/advertising publication guidelines

## DIRECT MARKETING SERVICES

### Reprints

Custom reprints can be designed to your specifications. For current price list and availability contact:  
Ness Feliciano  
Tel: 708.660.8612  
Fax: 708.660.8613  
Email: id@nessdesign.com

### Direct Mail

Lists can be selected by job function, type of business, geographical analysis & gender. For orders, current counts & prices, call: Vito Laudati at 630.288.8346.

### Agency Commission

15% on earned space, position and color only. Extra charges and other production charges are not commissionable.

### Terms

All payments due 30 days after date of billing. In the event of non-payment, publisher reserves the right to hold the advertiser and/or its agency jointly and severally liable for such monies as are due and payable to publisher.

### Closing Dates

All monthly issues close on or around the tenth day of the month preceding the issue, and are published mid-month. Consult the editorial calendar for directory and special issue closing dates. Advertisements received after the closing date are subject to late charges and are not eligible for special positioning.

## GENERAL RATE POLICY

All advertising contracts subject to change in rate upon notice from the publisher. Contracts may be cancelled at the time the change in rate becomes effective without incurring a short rate, provided the contract has been earned up to the date of the cancellation.

The publisher reserves the right to reject any advertisement. The advertiser agrees to indemnify and protect the publisher from any claims of expenses resulting from the advertiser's unauthorized use of any name, photograph, sketch, or words protected by copyright or registered trademark. Advertising which simulates editorial must carry the word "ADVERTISEMENT" at the top.

The publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental agency, fire, flood, insurrection, riot, explosion, embargo, legal or illegal strikes, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery.

## MAILING INSTRUCTIONS

*Interior Design Magazine*  
360 Park Avenue South  
New York, NY 10010

Send insertion orders, reproduction materials, proofs to:  
Jessica Gilbert, Production Dept., 11th Floor  
Tel: 646.746.7401 Fax: 646.746.7492

Send contracts and information requests to:  
Sandy Campomanes, Contracts Dept., 11th Floor  
Tel: 646.746.7403 Fax: 646.746.6467

**INTERIOR  
DESIGN**