



Print Specifications

READER'S DIGEST: Print Specifications

AD SIZE	BLEED	TRIM	LIVE
Full Page	5.437" x 7.5"	5.187" x 7.25"	4.687" x 6.75"
1/2 Horizontal	5.437" x 3.75"	5.187" x 3.5"	4.687" x 3"
1/2 Vertical	2.687" x 7.5"	2.437" x 7.25"	1.937" x 6.75"
Spread	10.625" x 7.5"	10.375" x 7.25"	9.875" x 6.75"
1/2 Horizontal Spread	10.625" x 3.75"	10.375" x 3.5"	9.875" x 3"

READER'S DIGEST LARGE PRINT: Print Specifications

AD SIZE	BLEED	TRIM	LIVE
Full Page	7.75" x 10.75"	7.5" x 10.5"	7" x 10"
1/2 Horizontal	7.75" x 5.375"	7.5" x 5.125"	7" x 4.625"
1/2 Vertical	3.875" x 10.75"	3.625" x 10.5"	3.125" x 10"
Spread	15.25" x 10.75"	15" x 10.5"	14.5" x 10"

All files must be supplied as PDF/X-1a (www.prepressure.com/pdf/basics/pdfx-1a). You must include trim box data when creating layout document. It's your responsibility to download and review the preflight report and approve your uploaded file.

DIGITAL FILE REQUIREMENTS

- Required file format is PDF/X-1a 2001 (vector) 300 dpi
- All supplied PDF/X-1a files must be CMYK. No spot colors. All fonts and images should be embedded. Do not apply style attributes to basic fonts
- For instructions on how to create a PDF/X-1a file go to <https://tmbi.sendmyad.com> - under HOME, select DASHBOARD than select VIEW FAQs
- Reader's Digest utilizes virtual proofing technology. A hard copy proof is not required. If you opt to use a SWOP proof for your internal color approval render at 100% of size

AD PORTAL INFORMATION

<https://tmbi.sendmyad.com>

- Create an account or log in if an account is already established
- Select "Send Files"
- Select publication (i.e. Reader's Digest)
- Select issue date (i.e. February/March 2015)
- Do not use dashes, underscores or apostrophes when typing the name of your ad
- We cannot guarantee perfect alignment of type or image across gutter on a spread ad

FOR MORE INFORMATION OR PRODUCTION QUESTIONS PLEASE CONTACT:

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