

WoodenBoat

ADVERTISING MATERIAL SPECIFICATIONS

2024 Print Advertising Closing Dates

| Issue | Materials Due | Publication Date |
|------------------------|-----------------|------------------|
| March/April #297 | January 5, 2024 | February 13 |
| May/June #298 | March 5 | April 16 |
| July/August #299 | May 6 | June 18 |
| September/October #300 | July 5 | August 13 |
| November/December #301 | September 5 | October 15 |
| January/February #302 | November 4 | December 10 |

Specifications

Printed web offset. Perfect Bound.

MAGAZINE SIZE: 206.5 mm × 276 mm (trim).

For full page ads and spreads, please include a bleed.
(Trim size for spreads equals 413 mm × 282 mm.)

BLEEDS: FULL PAGE ADS AND SPREADS ONLY.

For bleeds: extend image area 3 mm outside trim area in all directions.

Total **full page** size 212.5 mm × 282 mm

Total **spread** size 419 mm × 282 mm

For safety: no live matter within 9.5 mm of trim

Full page safety area 187.5 mm × 257 mm

Spread safety area 187.5 mm × 257 mm **each page**

COLOR: Four-color process (SWOP standards).

ART: Art and photos **must be at least 300 dpi**. Art **must be CMYK**, not RGB or spot color.

BORDERS: Will be added at our discretion.

File Types Accepted

- High Resolution PDF (at least 300 dpi)
- Adobe CS6 or earlier—InDesign (packaged with all art and fonts); Photoshop or Illustrator.

WOODENBOAT.COM ADVERTISING

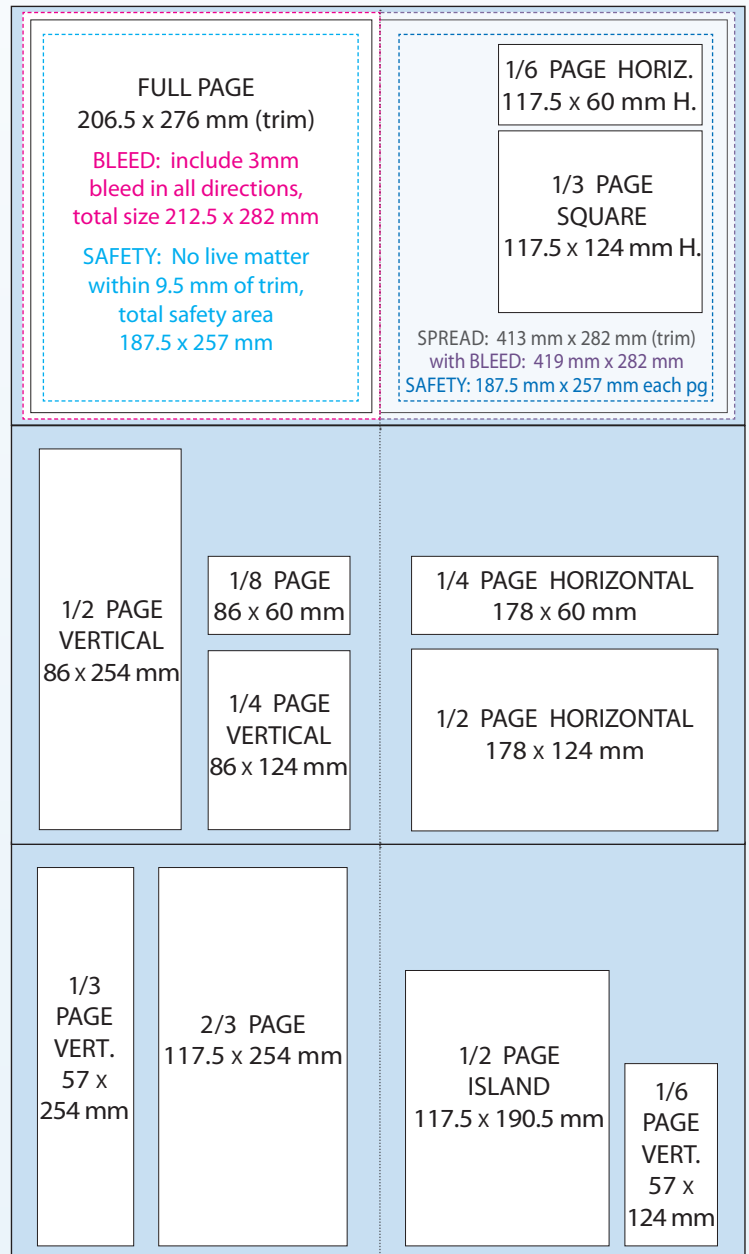
Top Banner

728 × 90 pixels – 200kb max
+ 320 × 50 pixels for mobile phones

Block

180 × 150 pixels – 200kb max

JPGs preferred. No flash or animation, please.
Your web ad can link to your web site.



With questions regarding advertising materials, please contact:

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