

WHAT ARE THE ATLANTIC'S SPECS?

AD SIZES

Spread
Full page
2/3 vertical
1/3 vertical
1/3 square
1/2 page horiz. (standard)
1/2 spread horizontal
1/2 page digest
1/6 page vert. (standard)
1/6 page horizontal
1/12
1 inch

NON-BLEED

14 ⁷ / ₈ " x 10"
7" x 10"
4 ⁵ / ₈ " x 9 ¹ / ₂ "
2 ¹ / ₄ " x 9 ¹ / ₂ "
4 ⁵ / ₈ " x 4 ⁵ / ₈ "
6 ³ / ₄ " x 4 ⁵ / ₈ "
14 ⁵ / ₈ " x 4 ⁵ / ₈ "
call for size
2 ¹ / ₄ " x 4 ⁵ / ₈ "
call for size
2 ¹ / ₄ " x 2 ¹ / ₄ "
2 ¹ / ₄ " x 1"

BLEED*

16" x 10 ³ / ₄ "
8 ¹ / ₈ " x 10 ³ / ₄ "
5 ¹ / ₄ " x 10 ³ / ₄ "
2 ⁷ / ₈ " x 10 ³ / ₄ "
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8 ¹ / ₈ " x 5 ³ / ₈ "
16" x 5 ³ / ₈ "
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*LIVE AREA, SAFETY, AND TRIM FOR BLEED ADS

Trim Size	7 ⁷ / ₈ " x 10 ¹ / ₂ "
Keep live matter 5/16" from trim, 7/16" from bleed edge.	
Full Page Live Area	7 ¹ / ₄ " x 9 ⁷ / ₈ "
Spread Live Area	15 ¹ / ₈ " x 9 ⁷ / ₈ "
Gutter safety 1/4"	

For all bleed ads, please supply separate proof ruled with trim marks to show position on page. PDF diagrams of bleed layouts are available at www.theatlantic.com/adspecs.

FILE FORMAT/MATERIAL DELIVERY

Shipping instructions, accepted file formats, and more detailed materials specifications are available online at www.theatlantic.com/adspecs.

INSERTS

The Atlantic must approve a proof prior to printing. Please call John Kefferstan at 202.266.7076 for specifications, deadlines, and delivery instructions.

CONTACTS

E-mail: atlantic_production@theatlantic.com

Split Distribution, Inserts, and Manufacturing:

John Kefferstan, Production Director

Phone: 202.266.7076

Materials Questions/Extensions/FTP:

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GENERAL INFORMATION

Frequency: Published 10 times a year, with double issues in January/February and July/August, plus a Fiction Issue, by:

The Atlantic Monthly Group
600 New Hampshire Avenue NW
Washington, DC 20037
phone: 202.266.6000

Printing process: Offset Full Run, 133 line screen

Binding: Perfect Bound

Layouts: 2 and 3 columns

Color: 4-Color Process; Matched: GAA/SWOP.

5th cylinder available upon approval; premium charge applies.

Otherwise spot colors will be converted to process.

Total combined density should not exceed 280%.