



your story.  
your lifestyle.  
your magazine.

## Ad Specs

### Non-bleed Specifications

Full page	8" wide x 10.25" high
1/2 page horizontal	8" wide x 4.8" high
1/3 page vertical	2.25" wide x 10.25" high
1/3 page square	5" wide x 4.8" high
1/4 page vertical	3.75" wide x 4.8" high
1/6 page vertical	2.5" wide x 4.8" high

#### Note about NON-BLEED ads:

Keep all text at least 1/8" (0.125") away from the edges of the page.

### Bleed Specifications

Full page Trim:	9" wide x 10.75" high
Bleed:	9.25" wide x 11" high
1/2 page horizontal Trim:	9" wide x 5.25" high
Bleed:	9.25" wide x 5.5" high
1/3 page horizontal Trim:	9" wide x 3.5" high
Bleed:	9.25" wide x 3.75" high

#### Note about BLEED ads:

Trim size is the size the ad will actually be. Prepare your files with a 1/8" (0.125") bleed around all four sides of your artwork. The extra 1/8" will be trimmed off, but if it's not there in the first place, slight inaccuracies in cutting could leave a thin white border along one or more edges of the page. Keep all text at least 1/4" (0.25") away from the edges of the page.

Two full page ads with bleeds can be purchased and arranged as a 2-page spread. If purchasing a 2-page spread, please submit two single full page ad files (with bleeds), and make it clear the order in which they should appear.

Pricing for  
inserts  
& special units  
available  
upon request.

Issue	Ad Close	Materials Due	To Subscribers	On Newsstand
Winter – January 15, 2008	August 23, 2007	August 30, 2007	September 30, 2007	October 15, 2007
Spring – April 15, 2008	November 23, 2007	November 30, 2007	December 30, 2007	January 15, 2008
Summer – July 15, 2008	February 23, 2008	March 1, 2008	March 31, 2008	April 15, 2008
Autumn – October 15, 2008	May 23, 2008	May 30, 2008	June 30, 2008	July 15, 2008

All ads must be camera-ready. Double check that your ad is the proper dimensions, including all bleeds, and keeping text the appropriate distance from the edge of the artwork; see above specifications.

Note: We can help create your ad. For details, call us toll free at 1-866-MY-DQ-MAG (1-866-693-7624) or email us at [ad@dansiki.com](mailto:ad@dansiki.com).

