

Print Spec Details

Art Preparation/Specifications

Full-Page/Fractional Ads: We accept digital files only, preferably high resolution, cymk, font-embedded PDF or PDF/X-1a. Ads must be prepared according to our specification guidelines, which are available by contacting the Advertising Production Coordinator at 866-505-4687 or emailing inquiries to Ads@Taunton.com. All ads must be accompanied by a proof made from the file submitted to verify content. Color ads must be accompanied by a high-quality, full resolution color proof calibrated to SWOP specifications. For black & white ads without halftone images, a high-quality computer printout (600 dpi or greater) is acceptable. We reserve the right to charge for processing time in the event the file does not meet ad specification guidelines. All ads must reach the size of the space ordered at some point in width and height.

Production Data

Trim size: 8 5/8" x 10 7/8" • Binding: Perfect bound • Printing: Black & white, 4-color process; text and cover – web offset
• Paper: Text – 45-lb. coated stock; cover – 100-lb. coated stock

Bleed Requirements

Bleed available only for 1/2 page and larger. Bleed image should be limited to tints or background. Live matter, including type, must be kept within the live area, which starts 5/8" from top, 3/4" from bottom, 5/8" from left, and 5/8" from right of the bleed ad size.

Publication Services

In-house production services are available for an additional charge and they are non-commissionable. Contact the Advertising Production Coordinator for details. Please note: All publication services will be billed at trade rates. Ads requiring work by the Publisher may not qualify for the camera-ready discount.

Deadline for Publisher-set copy is 7 days prior to closing date.

Position Requests

Considered but not guaranteed.

Shipping and Production Information

All advertising materials should be shipped directly to:

Advertising Production Coordinator, The Taunton Press, 63 South Main Street, PO Box 5506, Newtown, CT 06470-5506

Phone: 866-505-4687 • Fax: 203-426-3434 • Email: Ads@taunton.com (Please indicate ad is for *Fine Woodworking*.)

Billing Questions

Please contact the Business Office at 800-926-8776, ext. 3606 • Email: BusinessOffice@Taunton.com

Special Print Opportunities

Let Us Help Your Brand Stand Out

Fine Woodworking magazine has many ways you can leverage our print customization to make a splash, reach the audience you want, deliver custom messaging, and more. Ask us how we can customize your print presence.



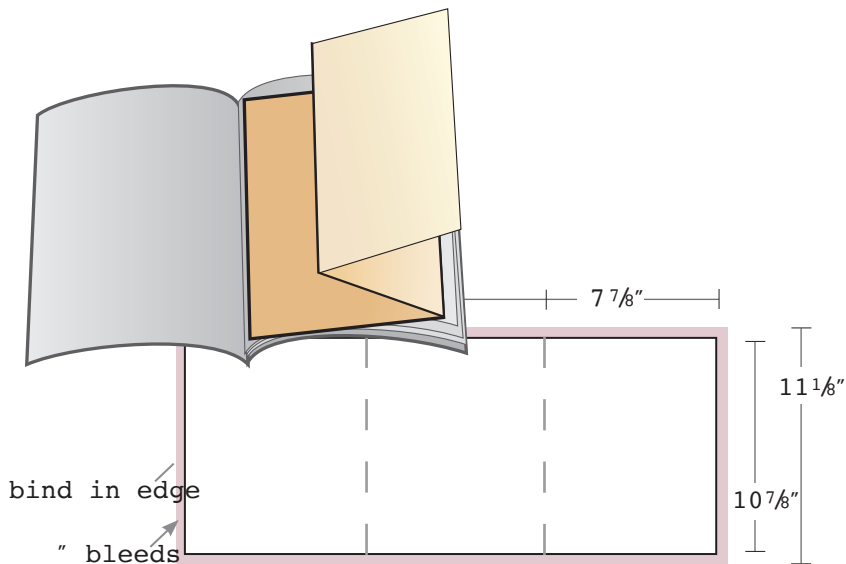
Opportunities to Consider

- **Fifth colors:** Add a PMS color or a varnish to a page
- **Business Reply Card (BRC)** paired with a full page ad
- **Single Sheet Insert (SSI)** – one sheet, but 2 pages of space
- **Brochures** – 4 or more pages, full size or smaller, tear out or permanent
- **Gatefolds** positioned within the text or on the cover – many styles available
- **Dot Whacks** – a sticker applied to the front cover or a text page
- **Cover versioning** – text, design, photo, wrap, price, flaps, gates, post-its, stickers
- **Audience splits** – subscriber vs newsstand copies
- **Regional Content** to reach a small portion of our audience
 - Regional inserts are easy to accomplish and inexpensive to produce
 - Regional ads are not typical, and are more costly
- **Ride-A-Longs** enclosed in a polybag or bound in – generally product samples that weigh less than 3.5 oz. (examples: CDs/DVDs, sand paper, color chart)
- **Personalization** added to our subscriber copies to boost response
- **Origami** – die cut, glued, paper & plastics as distinctive (and expensive) projects



Price

- Varies by project
- We are happy to work with you on specific needs

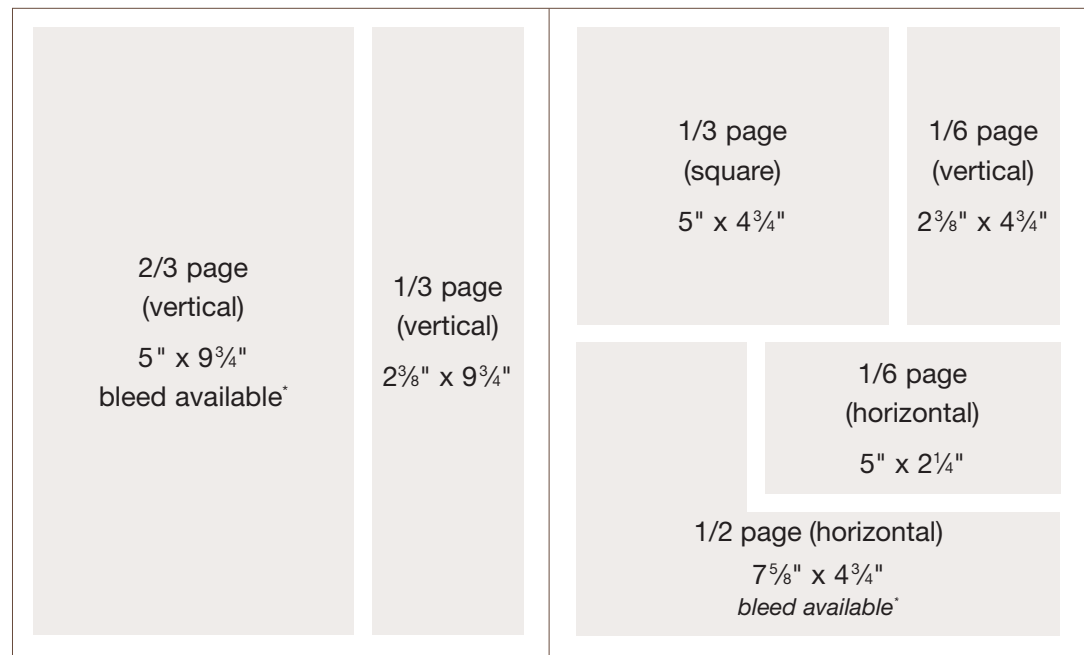
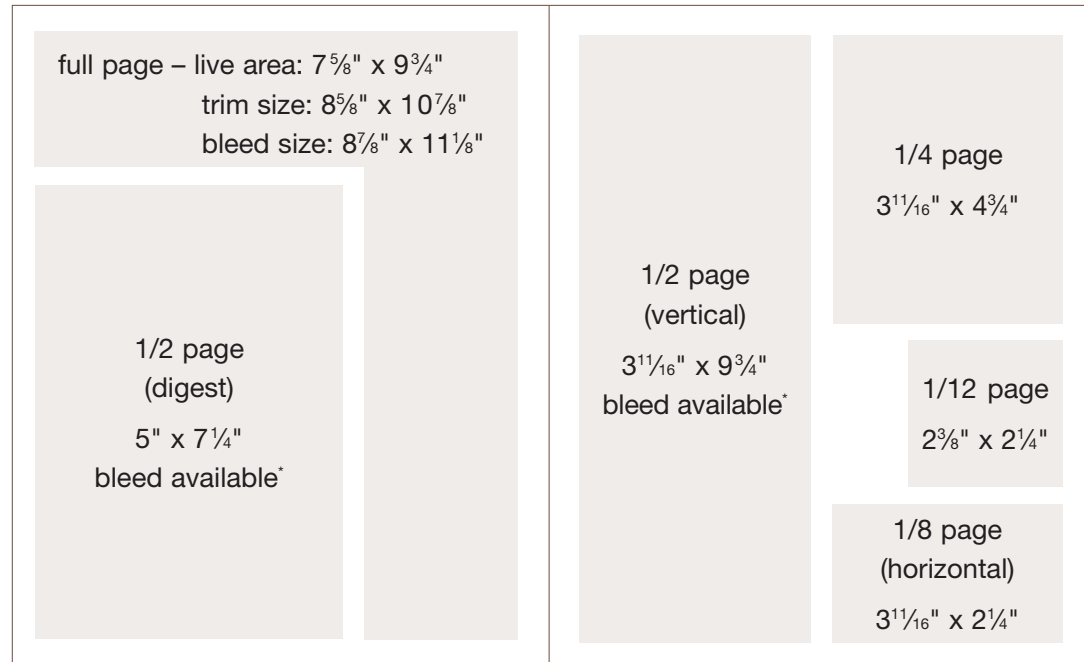


Magazine Mechanical Requirements

Page Unit Sizes (width x height)

Spreads – Bleed all sides: 17½" x 11⅞"

*Bleed available only for 1/2 page and larger ads. All sizes effective 2015.



Print Spec Sheet

Final Trim size: 8 5/8 x 10 7/8 inches

Print Specs	Live Area (width x length)	Bleed Available (width x length)
2 Page Spread		17.5 x 11.25
Full Page	7.625 x 9.75	8.875 x 11.125
2/3 Page Vertical	5 x 9.75	5.625 x 11.125
1/2 Page Digest - Top	5 x 7.25	5.625 x 7.847
1/2 Page Digest - Bottom	5 x 7.25	5.625 x 8.028
1/2 Page Horizontal - Top	7.625 x 4.75	8.875 x 5.347
1/2 Page Horizontal - Bottom	7.625 x 4.75	8.875 x 5.528
1/2 Page Spread - Bottom		17.5 x 5.528
1/2 Page Vertical	3.688 x 9.75	4.312 x 11.125
1/3 Page Square	5 x 4.75	N/A
1/3 Page Vertical*	2.375 x 9.75	3 x 11.125
1/4 Page	3.688 x 4.75	N/A
1/6 Page Horizontal	5 x 2.25	N/A
1/6 Page Vertical	2.375 x 4.75	N/A
1/8 Page Horizontal	3.688 x 2.25	N/A
1/12 Page	2.375 x 2.25	N/A

*1/3 bleed ad is only allowed when purchased with a full page as one unit.

**Email ads to:
Ads@Taunton.com**
*Please indicate ad is for
Fine Woodworking.*

