

printing specifications

MAXIMUM PAGE TRIM SIZE

9" x 10.875"

BINDING METHOD

Perfect bound/jog to foot

PRINTING

Body and covers print web offset
120# cover/38.5# stock

FOR INFORMATION

Call Tovah Gordon, *Real Simple*
Ad Production at 212.522.7792

*Fractional units are available on a limited basis. Half-horizontal ads positioned at bottom of page.

Call your *Real Simple* sales representative for details.



FULL-SIZE AD UNITS

	ad dimension	live area
SPREAD		
bleed	18.25" x 11.125"	17.25" x 10.125"
trim	18" x 10.875"	
non-bleed	17" x 10"	
PAGE		
bleed	9.25" x 11.125"	8.25" x 10.125"
trim	9" x 10.875"	
non-bleed	7.75" x 10"	

FRACTIONAL-SIZE AD UNITS*

1/3 VERTICAL

bleed	3.25" x 11.125"	2.25" x 10.125"
trim	3" x 10.875"	
non-bleed	2.375" x 10"	

2/3 VERTICAL

bleed	6" x 11.125"	4.875" x 10.125"
trim	5.75" x 10.875"	
non-bleed	5" x 10"	

1/2 VERTICAL

bleed	4.75" x 11.125"	3.75" x 10.125"
trim	4.5" x 10.875"	
non-bleed	3.5" x 10"	

1/3 SQUARE

bleed	6" x 5.375"	4.875" x 4.3125"
trim	5.75" x 5.25"	
non-bleed	5" x 5"	

*1/2 HORIZONTAL PAGE

bleed	9.25" x 5.375"	8.25" x 4.3125"
trim	9" x 5.25"	
non-bleed	7.75" x 5"	

*1/2 HORIZONTAL SPREAD

bleed	18.25" x 5.375"	17.5" x 4.3125"
trim	18" x 5.25"	
non-bleed	17" x 5"	

REALSIMPLE®

| life made easier |