



| Unit Sizes                   | Non-Bleed (Live Area) | Bleed          | Trim            |
|------------------------------|-----------------------|----------------|-----------------|
| <b>Spread</b>                | 14 3/4 x 10           | 16 1/4 x 11    | 15 3/4 x 10 1/2 |
| <b>A Full Page</b>           | 7 3/8 x 10            | 8 3/8 x 11     | 7 7/8 x 10 1/2  |
| <b>B 2/3 Vertical</b>        | 4 1/2 x 10            | 5 1/2 x 11     | 5 x 10 1/2      |
| <b>C 1/3 Vertical</b>        | 2 1/8 x 10            | 3 1/8 x 11     | 2 5/8 x 10 1/2  |
| <b>D 1/2 Horizontal</b>      | 7 3/8 x 4 3/4         | 8 3/8 x 5 3/4  | 7 7/8 x 5 1/4   |
| <b>1/2 Horizontal Spread</b> | 14 3/4 x 4 3/4        | 16 1/4 x 5 3/4 | 15 3/4 x 5 1/4  |
| <b>E 1/2 Vertical</b>        | 3 3/8 x 10            | 4 3/8 x 11     | 3 7/8 x 10 1/2  |
| <b>F Digest Size</b>         | 4 1/2 x 7             | 5 1/2 x 8      | 5 x 7 1/2       |
| <b>G 1/3 Square</b>          | 4 1/2 x 4 3/4         | 5 1/2 x 5 3/4  | 5 x 5 1/4       |
| <b>I 1/4 Page</b>            | 3 3/8 x 4 3/4         | 4 3/8 x 5 3/4  | 3 7/8 x 5 1/4   |

**LIVE MATERIAL AND SAFETY FOR BLEED UNITS**

Live matter intended to print must be positioned in accordance with the non-bleed size of the ad, for both full and partial page ads. Gutter safety for spreads and 1/2 Horizontal spreads is 1/4” total and 1/8” on either side of the gutter.

**BLEED PAGE UNITS**

Safety for live area (type or image not intended to bleed off the page) is 3/8 from top and bottom and 5/8” on either side.

All ads will be centered on the page unless accompanied by a ruled proof.

**OVERSIZED NON-BLEED MATERIAL**

Any ad unit that measures in excess of the non-bleed requirements is considered to be a bleed unit; the bleed rate will apply.

**Shipping Information**

All materials must be received on or before issue closing date.

**Send all advertising materials to:**

Attn: Ayesha Mahmood  
 Parenting/Issue Date  
 Bonnier Corporation  
 2 Park Avenue, 10th Floor  
 New York, NY 10016  
 212-779-5370

### Parenting

#### MAGAZINE SPECIFICATIONS

- Trim size: 7 7/8 x 10 1/2
- Binding Method: Perfect Bound
- Printing Method: Web Offset
- Jogs to the Foot
- Cover Stock: #80
- Stock Body Stock: #30

#### DIGITAL REQUIREMENTS

"Parenting" utilizes a digital workflow and we require all ad materials be submitted in a digital format. Supplied materials that do not comply with the following specifications will be rejected, or corrected and advertiser billed for the required production.

#### AD SIZES

All ads must be created the the exact size specifications on the rate card or will incur charges for re-sizing. All ad files must be supplied with trim and bleed marks. No live copy within 1/4" of gutter or trim on full page or spread ads.

#### REQUIRED FORMAT

PDF/X-1A is the required file format for all ad submissions. When preparing PDF/X-1A files, careful attention must be paid to insure they are properly created and will reproduce correctly. Please see [www.adobe.com/products/acrobat/pdfs/pdfx.pdf](http://www.adobe.com/products/acrobat/pdfs/pdfx.pdf) for guidelines and instructions. We do not accept application files.

#### PROOFS

Advertisers must submit a contract-level digital proof at 100% that conforms to SWOP standards (including a color bar) for all ads. To obtain information on acceptable proofs visit the SWOP website at [www.swop.org](http://www.swop.org). Client supplied contract proofs are required in order to guarantee color. Ads without color proofs will be accepted with the understanding that the publisher cannot be held responsible for color reproduction.

#### MEDIA

CD-ROM, DVD

#### ELECTRONIC TRANSMISSION

[adportal.bonniercorp.com](http://adportal.bonniercorp.com)

Select the publication and the issue you are submitting the ad for, fill out the form, attach the hi-res file for print and low-res file for quality check and upload your ad.

You will receive a confirmation email after your file uploads successfully.

#### TYPE REPRODUCTION

Fine lettering (thin lines, serifs) should be restricted to one (1) color. Reverse type: dominant color should be used for shape of subordinate colors spread slightly to reduce register problems. Surprinting: When type is to be surprinted, the background should be no heavier than 30% in any color, and no more than 90% in all four colors.

#### SHIPPING INSTRUCTIONS

Send digital file(s), color proofs, laser proof with a copy of the insertion order and printing instructions. Complete package should identify the material and detail the issue in which the ad is scheduled to run.

#### INSERTS

Full page inserts: 8 1/8" x 10 3/4"

#### BIND-IN INSERTS & BRC'S

Minimum requirement is 5 (face to spine) x 4 (head to foot) Maximum requirement is 8 (face to spine) x 10 3/4 (head to foot). Bind-in cards must be on minimum paperweight of 7pt. card stock.

#### RECOMMENDED PERF

A minimum of 1/2" from binding gutter.

#### TRIM ALLOWANCE

1/8" on foot, head, & face.

Live matter should be kept 3/8" from final trim.

#### BLUELINES

Preprinted inserts must be approved by the advertising production department prior to printing. Please send a blueline of the planned insert to each of the following address, allowing for 3-day turnaround, to the attention of:

Attn: Tisha Duggan  
The Parenting Group  
2 Park Avenue, 10th Fl.  
New York, NY 10016

Please do not print insert/brc until approval has been received from the Parenting Group.

#### QUANTITY

Please call to confirm quantity.

#### PRINTED BRC'S/INSERTS

Should be skid packed (for unusual inserts please call for packaging info. Label all skids with insert name, issue name, issue month and Quad Graphic's issue tracking number (please call Tisha Duggan 212-779-5363 to receive tracking number).

#### POSTAL REGULATIONS

To mail a postcard rate, cards must be a minimum of 5" (face to spine) x 3 1/2" (head to foot) and a maximum of 6" (face to spine) x 4 1/4 (head to foot). The bar code must be kept 1/4" from final trim.

#### NOTE:

If the Parenting Group will be printing the insert/brc, it is absolutely essential that ad production be notified as soon as possible. Materials must arrive by the We-Print due date.

## 2010 AD CLOSURES

| ISSUE MONTH      | NATIONAL AD CLOSE | AD MATS DUE | FRACTIONAL AD MATS DUE | ON SALE DATE |
|------------------|-------------------|-------------|------------------------|--------------|
| FEBRUARY         | 11/17/09          | 11/24/09    | 11/17/09               | 01/12/10     |
| MARCH            | 12/18/09          | 12/23/09    | 12/21/09               | 02/16/10     |
| APRIL            | 01/19/10          | 01/26/10    | 01/19/10               | 03/16/10     |
| MAY              | 02/16/10          | 02/23/10    | 02/16/10               | 04/13/10     |
| JUNE             | 03/23/10          | 03/30/10    | 03/23/10               | 05/18/10     |
| JULY             | 04/20/10          | 04/27/10    | 04/20/10               | 06/15/10     |
| AUGUST           | 05/18/10          | 05/25/10    | 05/18/10               | 07/13/10     |
| SEPTEMBER        | 06/22/10          | 06/29/10    | 06/22/10               | 08/17/10     |
| OCTOBER          | 07/20/10          | 07/27/10    | 07/20/10               | 09/14/10     |
| NOVEMBER         | 08/17/10          | 08/24/10    | 08/17/10               | 10/12/10     |
| DECEMBER/JANUARY | 09/21/10          | 09/28/10    | 09/21/10               | 11/16/10     |

**Parenting** is published 11 times a year.

Printing material and insertion orders are due to **Parenting** Production on the appropriate closing date.

Extensions for receipt of materials may be requested by contacting Ayesha Mahmood, Production Department (212) 779-5370.

## 2010 INSERT SPECS

**Magazine trim size:** 7 7/8" x 10 1/2" (live area for a full page insert is 7 3/8" x 10")

**Bindery method:** Perfect Bound; jogs to the foot.

**Full page inserts:** 8 1/8" x 10 3/4"

### Bind-in inserts & BRC's

**Minimum requirement:** 5" (face to spine) x 4" (head to foot)

**Maximum requirement:** 8" (face to spine) x 10 3/4" (head to foot)

\*Bind-in cards must be on a minimum paperweight of 7 pt. card stock.\*

**We-Prints:** If The Parenting Group will be printing the Insert or BRC, it is absolutely essential that ad production be notified as soon as possible. Materials must arrive by the We-Print due date.

**Recommended Perf:** A minimum of 1/2" from binding gutter.

**Trim allowance:** 1/8" on foot, head, & face  
Live matter should be kept 3/8" from final trim

**Bluelines:** Pre-printed inserts must be approved by the ad production department before printing. Please send (2) bluelines of the planned insert to each of the following addresses, please allow for 3-day turn around:

THE PARENTING GROUP  
ATTN: TISHA DUGGAN  
2 Park Avenue, 10th Fl.  
New York NY 10016

**Quantity:** Please call to confirm quantity.

**Shipping Instructions:** Should be skid packed (for unusual inserts please call for packing info). Label all skids with insert name, Publication name (Parenting), issue date and Quad Graphic's Issue tracking number  
PLEASE CALL Tisha Duggan (212) 779-5363 TO RECEIVE TRACKING NUMBER.

**Postal regulations:** To mail at Post Card Rate, cards must be a minimum of 5" (face to spine) x 3 1/2"(head to foot) and a maximum of 6" (face to spine) x 4 1/4" (head to foot). The bar code must be kept 1/4" from final trim.

**Note:** Please do not print insert / BRC until approval has been received from The Parenting Group. Once insert / BRC has been printed, please forward sample copies to the attention of Tisha Duggan.

## 2010 INSERT DEADLINES

| <u>ISSUE</u>     | <u>AD CLOSE</u> | <u>WE-PRINT MATERIALS<br/>DUE AT NY</u> | <u>SUPPLIED INSERTS<br/>DUE AT QUAD</u> |
|------------------|-----------------|---|---|
| <b>February</b>  | 11/17/09        | 11/10/09                                | 12/04/09                                |
| <b>March</b>     | 12/18/09        | 12/14/09                                | 01/08/10                                |
| <b>April</b>     | 01/19/10        | 01/12/10                                | 02/05/10                                |
| <b>May</b>       | 02/16/10        | 02/09/10                                | 03/05/10                                |
| <b>June</b>      | 03/23/10        | 03/16/10                                | 04/09/10                                |
| <b>July</b>      | 04/20/10        | 04/13/10                                | 05/07/10                                |
| <b>August</b>    | 05/18/10        | 05/11/10                                | 06/04/10                                |
| <b>September</b> | 06/22/10        | 06/15/10                                | 07/09/10                                |
| <b>October</b>   | 07/20/10        | 07/13/10                                | 08/06/10                                |
| <b>November</b>  | 08/17/10        | 08/10/10                                | 09/03/10                                |
| <b>Dec/Jan</b>   | 09/21/10        | 09/14/10                                | 10/08/10                                |

PRIOR TO SHIPPING PRINTED MATERIALS, PLEASE CONTACT TISHA DUGGAN AT (212) 779-5368 TO RECEIVE THE QUAD ISSUE TRACKING NUMBER.

SHIP ALL MATERIALS TO THE FOLLOWING ADDRESS:

**QUAD Graphics  
ATTN: Bart Gende  
N63 W23075 Highway 74  
Sussex WI 53089**

Please call for appointment prior to delivery (414) 566-2100