

# 2013 Media Kit

DISPLAY CPM RATES, STATE CIRCULATIONS

rate card  
**52**



## STATE / REGIONAL EDITIONS

Alabama	165,000
Arkansas*	265,000
Florida	250,000
Georgia	240,000
Mid-Atlantic**	355,000
Midwest States***	275,000
Mississippi	80,000
North Carolina	245,000
South Carolina	140,000
Tennessee	165,000
Texas	360,000

Circulation Distribution

\*includes LA, OK, MO

\*\*includes VA, MD, D.C., DE, NJ, NY, PA

\*\*\*includes KY, WV, IL, IN, MI, OH, WI

## DISPLAY CPM TABLE

### 4-COLOR

Circ. Base	Page	2/3 Page	1/2 Page	1/3 Page
100,000	\$19,750	\$13,880	\$11,280	\$8,000
Add'l per M	116.40	81.90	66.50	47.10
250,000	37,210	26,160	21,250	15,070
Add'l per M	96.90	68.10	55.30	39.20
500,000	61,430	43,190	35,080	24,880
Add'l per M	80.40	56.50	45.90	32.60
1,000,000	101,650	71,460	58,040	41,170
Add'l per M	76.10	53.50	43.40	30.80
1,500,000	139,680	98,200	79,760	56,570
Add'l per M	74.40	52.10	42.00	29.80

### Black & White

Circ. Base	Page	2/3 Page	1/2 Page	1/3 Page
100,000	\$14,140	\$9,940	\$8,070	\$5,730
Add'l per M	89.00	62.60	50.90	36.00
250,000	27,490	19,330	15,700	11,130
Add'l per M	77.00	54.20	44.00	31.20
500,000	46,750	32,870	26,690	18,930
Add'l per M	61.20	43.00	34.90	24.80
1,000,000	77,340	54,370	44,160	31,320
Add'l per M	57.90	40.70	33.10	23.40
1,500,000	106,280	74,710	60,690	43,040
Add'l per M	56.20	39.30	31.80	22.50

Advertisers who run different ads (same configuration) in multiple states use CPM table plus plate change charges as applicable. State edition circulations are not guaranteed and are to be used only as a basis for determining rates.

### HOW TO FIGURE MULTIPLE STATE RATES:

Example: Texas and Georgia, 4-color page buy:

Total Circulation.....	600,000
First 500,000 Cost.....	\$61,430
100,000 at 80.40 per M .....	8,040
Total Cost.....	69,470

**Southern Living**<sup>®</sup>

# (Revised) 2013 Display Ad Specs

EFFECTIVE JULY 2013 ISSUE • SOUTHERNLIVING.COM



## AD CLOSE / ON SALE DATES

2013 Issue Date	Regional Ad Close/ Materials Due	National Ad Close/ Materials Due	On Sale
January	10/30	11/1	12/21
February	11/29	12/3	1/18
March	12/28	1/4	2/22
April	1/28	2/1	3/22
May	2/26	3/1	4/19
June	3/27	4/1	5/24
July	4/26	5/1	6/21
August	5/29	6/3	7/26
September	6/26	7/1	8/23
October	7/26	8/1	9/20
November	8/28	9/3	10/18
December	9/26	10/1	11/15

## PERFECT-BOUND SPECIFICATIONS

**Trim Size:** 8 1/4" x 10 1/2"

**Binding:** Perfect, jogs to foot

**Pre-Printed Inserts:** For pre-printed insert rates, contact a *Southern Living* Advertising Office. A proof of pre-printed inserts must be submitted to the *Southern Living* Advertising Production Manager for approval before printing.

Card and Pre-printed Supplied Inserts are due at QuadGraphics (Sussex, WI), on approximately the 12th of the second month preceding issue date.

**File Type:** PDF/X1a is the accepted format.

**File Specs:** For complete ad specs visit <http://direct2time.timeinc.com/>

**File Submission:** Please upload your ad to <https://direct2time.sendmyad.com/>

**No Proof Required:** We are now using Virtual Proofing and no longer use hard proofs.

**Production Questions:** Email [Andy\\_Estill@timeinc.com](mailto:Andy_Estill@timeinc.com) or call (205) 445-5830.

**Materials Extension/Technical Questions:** Email [Joe\\_Gesslein@timeinc.com](mailto:Joe_Gesslein@timeinc.com) or call (212) 522-9301.

Ad Sizes	Trim	Bleed	Safety/Non-Bleed
Page	8 1/4" x 10 1/2"	8 1/2" x 10 3/4"	7 3/4" x 10"
Spread*	16 1/2" x 10 1/2"	16 3/4" x 10 3/4"	16" x 10"
1/2 horizontal spread*	16 1/2" x 5 1/8"	16 3/4" x 5 3/8"	16" x 4 5/8"
2/3 vertical	5 1/4" x 10 1/2"	5 1/2" x 10 3/4"	4 3/4" x 10"
1/2 horizontal	8 1/4" x 5 1/8"	8 1/2" x 5 3/8"	7 3/4" x 4 5/8"
1/2 vertical	4" x 10 1/2"	4 1/4" x 10 3/4"	3 1/2" x 10"
1/3 vertical	2 3/4" x 10 1/2"	3" x 10 3/4"	2 1/4" x 10"
1/3 square	4 3/4" x 4 7/8"	n/a	4 3/4" x 4 7/8"

Build ads to trim size and extend bleed 1/8" beyond trim on all sides.

Supply spreads as spreads, all other ads as single pages.

\*Allow 1/4" safety on both sides of gutter for spreads.