

# 2013 Media Kit

“THE MARKET” DIRECT RESPONSE ADVERTISING SECTION  
AD SPECS, CLOSE AND ON-SALE DATES  
EFFECTIVE JANUARY 2013 ISSUE

rate card  
**52**

## AD CLOSE / ON SALE DATES

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

Ad Sizes	Width	Depth
Page	7"	10"
½ horizontal	7"	5"
⅓ vertical	2 ¼"	10"
⅓ square	4 5/8"	5"
¼ Page (5 inch)	2 ¼"	5"
4 inch	2 ¼"	4"
3 inch	2 ¼"	3"
½ Page (2 ½ inch)	2 ¼"	2 ½"
2 inch	2 ¼"	2"

## PERFECT-BOUND DIMENSION SPECIFICATIONS

**File Type:** PDF, TIFF, or EPS

- Build ad document to the actual ad size. Do not bleed anything or include any crop/registration marks.
- All color must be CMYK. No spot colors.
- Images must be 300 dpi.
- No LZW compression.
- Do not embed ICC profiles or any other type of color management.
- Colored text should be a minimum of 9 pts.

**Email Materials to:** Alisa\_Boone@timeinc.com

**THE MARKET**  
888-254-9625 | SouthernLivingMarket.com

LOVE TO COOK?  
HATE HARD FLOORING?  
Comfort is the ultimate kitchen upgrade.

Patented Gel + Supportive Foam

GelPro® Plush is the ultra-comfortable and luxurious floor mat specially designed for those suffering from back or foot pain or for those who just love to cook.

**GelPro plush**

Find the perfect mat at GelPro.com or call 1-866-GEL-MATS (435-6247)

Discovers Custom & Ready Made  
Sofa & Chair  
Covers  
Cushions  
Dining Chair

Made to your size in just 7 days!

Easy Ordering & Price Quotes online!  
Use promo code BUC13 and save 10%!  
Free fabric samples! Call 888-405-4128

www.SlipcoverShop.com

**DENALI NATIONAL PARK**  
12 Days  
**Alaska Tour & Cruise**  
Departs May - September 2012 ..... from \$1998\*

The "best of Alaska's interior!" Includes: the Iditarod Headquarters, Talkeetna, Denali, Denali National Park and Preserve city tour of Anchorage and Seward. Then board the 5-STAR Celebrity Millennium for your seven-day Alaska cruise from Seward, through the Gulf of Alaska, to Hubbard Glacier (the largest tidewater glacier in North America), located on the edge of Mendenhall Glacier, the state capital of Juneau, Skagway, uniquely Alaskan, by Strait Point, and the fishing village of Ketchikan. Disembark in Vancouver and drive to Seattle for one-night, then fly home. \*Price per person, based on double occupancy. Airfare is extra.

**TRIP** For reservations & details call 7 days a week:  
1-800-736-7300

**Artisan Petits Fours**  
"Simply Delicious Handmade Petit Fours"  
-Taste Magazine Survey

**DRINK**  
A Taste of Heaven

1-800-4-HEAVEN  
www.divinedelights.com  
Divine Delights 1200 Buena Vista, Redwood City, CA 94064

**Finger Fit**  
Makes Rings Fit  
Hundreds of Sample Customers Since 1973.

Finger Fit repairs & makes fit rings for all sizes, even damaged & broken. Family owned & operated. Cleaned for strength so rings won't break. Diamonds polished by hand. Choice of 10K, 14K, 18K gold or platinum.

Make today's fit rings last a lifetime!

Finger Fit - 55  
P.O. Box 1000, Ukiah, CA 95164  
www.fingerfit.com

**T-shirt Quilts**  
We make your T-shirts into a quilt.

As Seen On:  
Today Show  
Real Simple  
Rachael Ray  
E! News

1-800-850-8534  
800-850-8534  
www.CampusQuilt.com  
Call today for \$10 off!

**EZ Start® Packaging Tape**  
now in 9 new exciting designs. Make every package a Special Delivery!

**EZstart® Prints**  
First Time Every Time™

**DUCK**

Get the Duck to do it!  
PackagingTape.com 1-800-321-0253  
©ShurTech Brands, LLC 2012/5/16