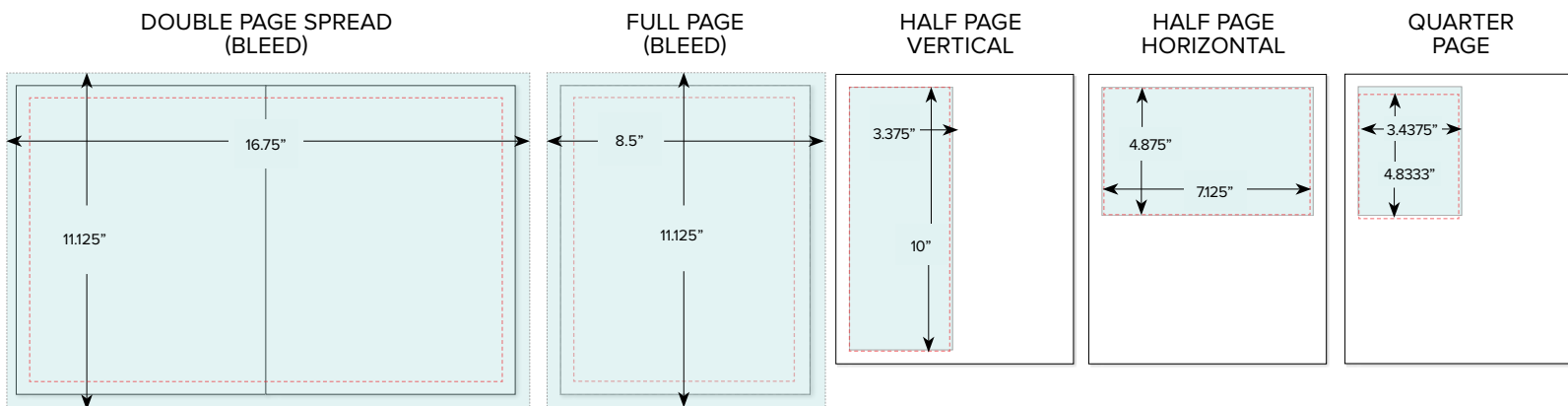


SOUTHERN BOATING PRINT ADVERTISING SPECIFICATIONS

SPECIAL NOTE:

MAGAZINE TRIM SIZE: 8.125" Width by 10.75" Height, please include .1875" Bleed and .5" Margins all around on all full page and double page spread ads. NO CROP-MARKS, COLOR BAR, AND PAGE INFORMATION NEEDED.

SPACE UNIT	DOUBLE PAGE SPREAD	FULL PAGE	HALF PAGE VERTICAL	HALF PAGE HORIZONTAL	QUARTER PAGE
TRIM SIZE	16.25"w x 10.75"h	8.125"w x 10.75"h	3.375"w x 10"h	7.125"w x 4.875"h	3.4375"w x 4.8333"h
BLEED SIZE	16.75"w x 11.125"h	8.5"w x 11.125"h	No Bleed	No Bleed	No Bleed
LIVE AREA	15.25"w x 9.75"h	7.125"w x 9.75"h	2.875"w x 9.5"h	6.625"w x 4.375"h	2.9375"w x 4.3333"h



Print material requirements:

High resolution PDF – PDF/X-1a files (ISO15930-1:2001) with all images and fonts embedded. High Resolution TIFF and EPS. also accepted.

- **IMAGES:** Must be CMYK and at least 300 dpi at 100% placement size.
- **COLOR:** Convert all RGB and SPOT colors to the CMYK process.*
- **NO CROP-MARKS, COLOR BAR OR PAGE INFORMATION NEEDED.**

For new clients:

Contact james@southernboating.com to open a new client file in the Maghub digital ad system.

To submit & upload ads:

Go to the MagHub client center: southernboating.com/maghub-client-center/

Publishing Issue	Ad Close Date
January 2022	12.01.2021
February 2022	01.04.2022
March 2022	02.02.2022
April 2022	03.02.2022
May 2022	04.01.2022
June 2022	05.03.2022
July 2022	06.01.2022
August 2022	07.01.2022
September 2022	08.02.2022
October 2022	08.31.2022
November 2022	10.04.2022
December 2022	11.02.2022

*All measurements listed width by height. Double Page Spread ads and Full Page ads include a .1875" (on each side) bleed.

Files supplied as RGB, Spot or Pantone colors will automatically be converted to CMYK, the publisher takes no responsibility for color variations this may cause.

If files provided have trim, bleed, registration marks and color bars in the bleed area, publisher is not responsible for trimming variations this may cause.