

# MAGAZINE ADVERTISING SPECIFICATIONS

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**BEAUTY  
LAUNCHPAD**  
Everything Beauty for Salons and Stylists

Reach over 59,000 qualified subscribers dedicated to hair salon services.

**Printing:** Four-color (CMYK) web offset

**Binding:** Saddle-Stitch

**Paper:** Cover 100# with a Matte varnish, 50# gloss text

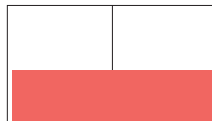
**Proofs:** No proof is required. The printer will produce pleasing color based on acceptable SWOP industry standards. If you require a proof before printing, one can be sent for approval at an additional charge to the advertiser. Please allow sufficient time to proof and ship.

## ADVERTISING SIZES All dimensions are width by height.



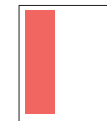
### Spread

Trim 16.376" x 10.875"  
416 mm x 277 mm  
Bleed 16.751" x 11.25"  
425 mm x 283 mm



### 1/2-page horizontal spread

Trim 16.376" x 5.333"  
416 mm x 135 mm  
Bleed 16.626" x 5.458"  
422 mm x 138 mm  
Note: Bleeds 1/8" left, right and bottom of spread



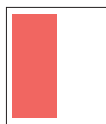
### 1/3-page vertical

2.167" x 10"  
55 mm x 254 mm



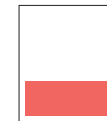
### Full page

Trim 8.188" x 10.875"  
208 mm x 277 mm  
Bleed 8.438" x 11.125" (1/8" bleed)  
214 mm x 282 mm



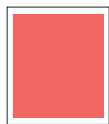
### 1/2-page vertical

3.333" x 10"  
85 mm x 254 mm



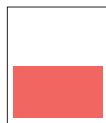
### 1/3-page horizontal

7" x 3.167"  
178 mm x 80 mm



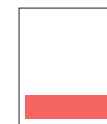
### Live Area

7" x 10"  
176 mm x 252 mm



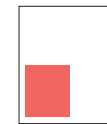
### 1/2-page horizontal

7" x 4.833"  
178 mm x 123 mm



### 1/4-page horizontal

7" x 2.333"  
178 mm x 59 mm



### 1/4-page vertical

3.333" x 4.833"  
85 mm x 123 mm

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## ELECTRONIC FILES

### PREFERRED FILE FORMAT

High-resolution PDF (300 dpi). Ad page templates for InDesign and PDF presets are available. Contact your sales representative.

**Professional Tip:** *When creating your PDF, be sure to offset your crop marks to the bleed size, otherwise the crop marks will appear within the bleed area and potentially print in the magazine. There is no need to create crop marks for partial ad sizes.*

- **On full-page ads, all vital copy should be no closer than 1/4" to the trim.** Less than 1/4" there is a chance the text could be trimmed off. Allow 1/8" bleed beyond trim, if ad bleeds.
- Any lines must be 1/2 pt. or larger.

### OTHER IMPORTANT INFORMATION

- Furnish graphics to size. PDF or EPS formats are preferred. JPEGs are accepted, but must be 300 dpi resolution or higher.  
**Web graphics will not work.**
- Save all files including the graphic elements in CMYK mode unless a spot color is going to be used for output.
- Provide all files at a resolution of 300 dpi or higher.
- Include copies of all fonts and graphic elements used to create the file.
- Use only OpenType fonts.
- Use collect functions found in layout software.
- Please do **NOT** send Quark, Corel Draw, Microsoft Word, PowerPoint or Publisher files.

### SENDING FILES

If your file is 20 MB or smaller, email it to Ethan Grisham at [egrisham@allured.com](mailto:egrisham@allured.com). Please indicate which magazine and issue the ad is for.

- For larger files, send through free large file transfer online services, such as Dropbox, WeTransfer, TransferBigFiles, etc.

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## DIGITAL EDITION ADVERTISING

Issue Ready E-mail & Digital Edition Banner Ad (includes Mobile Ad)

**Rate: \$3,525**

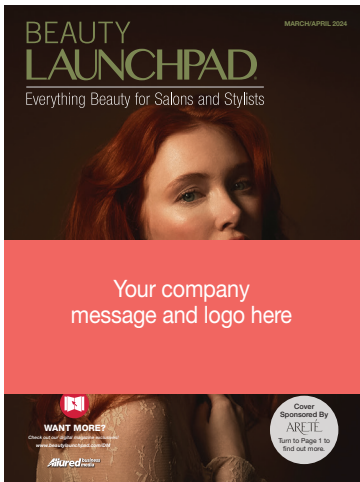
Issue Ready Email Ad 300 x 250 px, 72 dpi

Reader Banner Ad 728 x 90 px, 72 dpi

Mobile Banner Ad 320 x 50 px, 72 dpi

Belly Band 7.875" wide x 4"-5" tall

**Rate: \$6,900**



Digital Belly Band

## COVER CORNER

Promotes a corporate brand, product, website, tradeshow participation or direct readers to an interior ad.

- The ad can be placed in the top right

**Cover Corner: \$2,795**

**Cover Corner With Ad: \$2,350**

