



ADVERTISING RATES 2014

DISPLAY ADVERTISING	1x	3x	6x	12x
Double Page Spread	\$15,397	\$14,781	\$14,189	\$13,621
Full Page	\$8,516	\$8,216	\$7,769	\$7,498
1/2 Page	\$6,197	\$6,013	\$5,709	\$5,436
1/4 Page	\$4,856	\$4,737	\$4,543	\$4,290
Strip Ad	\$4,050	\$3,830	\$3,640	\$3,250

These rates are for 4-color. Additional charges may apply for 5-color. All rates are gross.

DISRUPTIVE/PREMIUM POSITIONS	
Mock Cover	\$30,000
Cover Tip	\$22,500
Belly Band	\$15,000
Inside Front Cover Gate Fold	\$24,000
2nd Cover	add 25%
3rd Cover	add 15%
4th Cover	add 35%
TOC	add 15%
Editor's Desk	add 10%

MMM SCHEDULE 2014	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Booking Deadline	12/4	1/7	2/5	3/6	4/7	5/7	6/6	7/8	8/6	9/5	10/8	11/4
Materials Due	12/10	1/13	2/11	3/12	4/11	5/13	6/12	7/14	8/12	9/11	10/14	11/10

*all print are gross

CONTACT INFORMATION

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SPECIFICATIONS

FILE FORMATS ACCEPTED

PDF or PDF-x1a's

- High resolution 300 dpi
- CMYK
- Please name file:
Client_Name_MMM_Issue_Date
- (If providing a double page spread, a single file should be provided for each page)

For additional information on creating PDF files, contact the MM&M Magazine production department. All ads supplied must have all fonts either made into outline or embedded within, no TrueType fonts. This helps eliminate re-flowing and font clash issues and also avoids the illegal transfer and/or unauthorized use of font software. A read-me file should be supplied explaining which format the ad has been saved in and any specific instruction about how the file should be opened.

PROOFS

SWOP certified color proofs should be provided for color and content; 100% of finished size. We cannot be responsible for final printed color or content without a proof that accurately represents the submitted digital file.

SEND ADVERTISING FILES WITH PROOF TO:

Ada Figueroa
 MM&M Production Department
 114 West 26th Street, 4th Floor
 New York, NY 10001
 Telephone: 646-638-6065
 Fax: 646-638-6120
E-mail compressed file to:
 ada.figueroa@haymarketmedia.com

FTP

- Haymarket Media FTP site:
ftp://ftpuser:newyork@ftp1.haymarketmedia.com
- Login: ftpuser
- Password: newyork
- Place in incoming MM&M Magazine folder

PUBLICATION TRIM AND BLEED SPECIFICATIONS:

Trim: 8 1/4" by 10 7/8". Keep all live matter a minimum of 1/4" in from trim. All bleed ads should allow 1/8" of bleed.
 Line Screen: 175-line screen. Min and Max dot size: 5% to 95%
 (Overall printing density of all colors cannot exceed 280%).

AD TRIM SIZE SPECIFICATIONS (IN INCHES)

Ad size	Width	Height
2 Page Spread*	16.5	10.875
Full Page*	8.25	10.875
1/2 Page Spread**	16.5	5.375
1/2 Page (vertical)	3.5	9.675
1/2 Page (horizontal)	7.175	4.6
1/4 Page (vertical)	1.675	9.675
1/4 Page (square)	3.5	4.6
1/4 Page (strip)	7.187	0.9

* Add 1/8" bleed on all sides.

** Add 1/8" bleed on left, right, and bottom sides.

If providing a double page spread ad, a single file should be provided for each page.