

Ad Specs

Greater Charleston and the Lowcountry

At Luxury Home Magazine®, it is our desire to provide you with the highest quality magazine possible to reflect the upscale properties that you represent. Please read and follow the guidelines below for submitting your “camera ready” ad successfully.

For questions, please call (843) 804.8644 or email: ads@lhmcharleston.com

Click here to **SUBMIT** your ad
(and extra info for the LHM website)

2017 Calendar Publication Dates & Deadlines

Issue Number	Reservation Deadline	Ad Copy Deadline	Approximate Circulation
3.1	1/13	1/18	2/09
3.2	3/10	3/15	4/06
3.3	5/05	5/09	6/01
3.4	6/28	7/03	8/01
3.5	8/31	9/05	10/01
3.6	11/1	11/03	12/01

*Approximate circulation dates are subject to change (earlier/later) depending on a variety of factors, including printing, weather and holidays.

Supplied Ad Specifications (for those designing camera-ready ads)

Crop Marks (and other print marks)

DO NOT include crop marks, registration marks, color bars, page info, etc. NEVER include these in your ad, since they will have to be removed, which wastes time. Even if your ad has bleeds, DO NOT include these marks!!

Bleeds

If your ad has bleeds, they must go 1/4" beyond the trim edge on all four sides. The only ads that can have bleeds are full page ads and 2-page spreads. Half page ads do NOT have bleeds.

Color / Resolution

Send all files in CMYK (Cyan-Magenta-Yellow-Black) color mode. Save all files at 300 dpi (dots per inch). For large areas of black, use the CMYK values of 60-60-40-100. For black text, just use 100% K.

File Types

Acceptable file types are: JPEG, TIFF or PDF. Files must be saved with the least compression possible, to ensure the highest quality. Average file size of a full page ad is 5-10 MB. **Files should NOT exceed 20 MB.**

Single Page Dimensions

Bleed size: 11" wide x 12.625" tall
Actual page size: 10.5" wide x 12.125" tall
Safe area: 10" wide x 11.625" tall

Back Page Dimensions

Bleed size: 11" wide x 12.625" tall
Actual page size: 10.5" wide x 12.125" tall
Safe area: 10" wide x 11.625" tall
Postage Indicia Area: 4" wide x 2" tall in the top right corner.
Must be 100% white.

Half-Page Dimensions

9.5" wide x 5.4" tall (No bleeds necessary)
Safe area is same size as above
CMYK only (no spot colors or RGB colors)

2-Page Spread Dimensions

Bleed size: 21.5" wide x 12.625" tall
Actual spread size: 21" wide x 12.125" tall
Safe area for each page of spread: 10" wide x 11.625" tall

Gatefold

Back page gatefold

Panel 1: 10.5x12.125	Inside Back Cover: 10.3125x12.125	Gate B: 10x12.125
	Fold	Fold

Folding Gate A 10x12.125

Gatefold Trim Size: 30.8125x12.125
Gatefold Bleed Size: (allow for 3/16 bleed) 31.1875x12.5

Separate document for folding gate A
Trim Size 10x12.125
Bleed Size 10.375x12.5