

Ad Specs

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

2023 Calendar Publication Dates & Deadlines			
Issue Number	Reservation Deadline	Ad Copy Deadline	Approximate Circulation
9.1	1/17	1/19	FEB
9.2	3/10	3/15	APR
9.3	5/09	5/12	JUN
9.4	6/30	7/6	AUG
9.5	9/08	9/11	OCT
9.6	11/01	11/03	DEC

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

Supplied Ad Specifications

Listings Per Page

Full page ads may feature a maximum of 4 listings.
Half-page ads may feature a maximum of 2 listings.

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. 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.**

Font Size

Minimum font size is 10 pt. (1.5mm x-height). Exceptions are: fine print at bottom of ad, BRE #, photo credits, etc.

Page Numbers

LHM will add page number(s) to the bottom of your ad so please allow for .5 inch from the bottom of the ad.

Single Page Dimensions

Bleed size: 11" wide x 12.625" tall

Actual page size (trim size): 10.5" wide x 12.125" tall

Safe area: 10" wide x 11.625" tall

Back Cover Dimensions

Bleed size: 11" wide x 12.625" tall

Trim size: 10.5" wide x 12.125" tall

Safe area: 10" wide x 11.625" tall

Postage Indicia Area: 4.5" wide x 2.8" high in top right corner.

Indicia must be 100% white, per our printer.

Half-Page Dimensions

9.5" wide x 5.4" tall

No bleeds on half page ads

Safe area is same size as above

2-Page Spread Dimensions

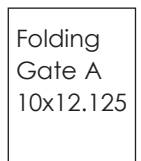
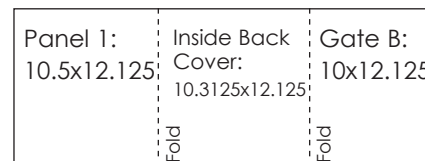
Bleed size: 21.5" wide x 12.625" tall

Actual spread size (trim size): 21" wide x 12.125" tall

Safe area for each page of spread: 10" wide x 11.625" tall

Gatefold

Back page gatefold



Gatefold Trim Size: 30.8125x12.125
Gatefold Bleed Size: (allow for .25 bleed)
31.3125x12.625

Separate document for folding gate A
Trim Size 10x12.125
Bleed Size 10.5x12.625