AD SPECS

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

2018 LHM Calendar
Publication Dates & Deadlines

Issue Number	Reservation Deadline	Ad Copy Deadline	Approximate Circulation
Issue 4.1	01/17	01/23	02/9
Issue 4.2	03/16	03/22	04/12
Issue 4.3	05/11	05/17	06/07
Issue 4.4	07/03	07/19	08/09
Issue 4.5	09/14	09/20	10/11
Issue 4.6	11/02	11/07	12/04

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

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

Click here to download the LHM starter templates!

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

Listings Per Page
Full page ads may feature a maximum of 4 listings. Half-page ads may feature a maximum of 1 listing.

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.

Color & Resolution
Send all files in CMYK color mode. Save all files at 300 dpi.
For large areas of black, use the CMYK values of 60-60-40-100. For black text, just use 100% K.

Page Numbers
Page numbers will be added by LHM.

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.

Single Page Dimensions
Bleed size: 11" wide x 12.625" tall
Actual page size in print: 10.5" wide x 12.125" tall
Safe area: 10" wide x 11.45" tall

Back Cover Dimensions
Bleed size: 11" wide x 12.625" tall
Actual page size in print: 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 Ads
Should be 9.5" wide x 5.4" high at 300 dpi.
No bleeds on half page ads.

2-Page Spread Dimensions
Bleed size: 21.5" wide x 12.625" tall
Actual spread size in print: 21" wide x 12.125" tall
Safe area for each page of spread: 10" wide x 11.45" tall

Front Cover Photo
Should be at least 10.75" wide x 10.1" high at 300 dpi.
Send the original file, and LHM will crop to fit.

*LHM reserves the right to refuse any ad for any reason and to request specific changes to meet our design standards.