

# 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 (703) 288-3566 or email:  
[ads@lhmdc.com](mailto:ads@lhmdc.com)

## 2023 Calendar Publication Dates & Deadlines

Issue Number	Reservation Deadline	Ad Copy Deadline	Approximate Circulation
17.1	1/13	1/20	FEB
17.2	3/03	3/10	APR
17.3	5/05	5/12	JUN
17.4	7/07	7/14	AUG
17.5	9/01	9/08	OCT
17.6	11/01	11/07	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

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

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