

National Fitness Trade Journal

Advertising

FINAL TRIM SIZE: **8.375" x 10.875"**
 Keep live matter (anything you don't want cut off) 3/8" from trim size.

Full size with bleed **8.625" x 11.125"**

Files should be supplied in PDF/X1a (press ready) format

Include/embed all fonts and artwork.

Density of 300 PPI required for all images.

RGB or spot colors must be converted to CMYK.

Limit file name to 24 characters including the extensions.

Ads should be built at 100% trim size.

Bleed ads, extend bleed to 1/8" beyond trim on all sides.

Keep live matter 3/8" inside trim dimensions on all sides.

Marks are not to touch live image or bleed areas.

Files that do not meet the above requirements may not produce the desired outcome of the creator. Boyko Productions assumes no responsibility for color shifts or other outcomes not intended by the creator of the advertising.

Editorial

Submit text in an unformatted text file (.doc, .docx, .txt).
 Do not provide copy in the body of an email, send InDesign, PDF or other file formats.

ARTICLE

Place any notes pertinent to the article before the image names and captions to ensure they get to our graphic artist.
Notes placed in emails may not transfer.

Image naming:
 Image1.jpg

Captions for images:
 Place image name and caption before the article text.

Title of article

Subtitle, if desired

Main body of text

Contact information at the end
 Phone number, web address, email address.

IMAGES

Submit high resolution images no larger than 8 1/2" x 11" (1275 x 1650 pixels) and no larger than 5 MB each.

| DEADLINES | EDITORIAL/PHOTOS | AD | RELEASE |
|-----------------|------------------|--------------|------------|
| WINTER | November 15 | December 1 | January 2 |
| SPRING | February 8 | February 15 | March 15 |
| SUMMER | April 8 | April 15 | May 15 |
| SPECIAL EDITION | June 8 | June 15 | July 15 |
| FALL | September 8 | September 15 | October 15 |

Downloadable Templates:

[InDesign](#)

Both .indd and .idml files available to download.

[PDF](#)

Use as a template in your software, such as Illustrator, Photoshop or Canva.

[JPG](#)

Use as a template in your software.

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