

Mechanical requirements

TRIM SIZE: 8³/₈" x 10¹/₂"

BINDING: Perfect, jogs to foot

PRINTING: Body and covers, Web offset

Unit sizes available

SIZE	NON-BLEED	BLEED	LIVE AREA	TRIM
Spread	16 ¹ / ₄ " x 10"	17" x 11"	16 ¹ / ₄ " x 10"	16 ³ / ₄ " x 10 ¹ / ₂ "
Page	7 ¹ / ₂ " x 10"	8 ⁵ / ₈ " x 11"	7 ¹ / ₂ " x 10"	8 ³ / ₈ " x 10 ¹ / ₂ "
² / ₃ page vertical	4 ⁵ / ₈ " x 10"	5 ³ / ₈ " x 11"	4 ⁵ / ₈ " x 10"	5 ¹ / ₈ " x 10 ¹ / ₂ "
¹ / ₂ page vertical	3 ¹ / ₂ " x 10"	4 ¹ / ₄ " x 11"	3 ¹ / ₂ " x 10"	4" x 10 ¹ / ₂ "
¹ / ₂ page horizontal	7 ¹ / ₂ " x 4 ⁷ / ₈ "	8 ⁵ / ₈ " x 5 ¹ / ₂ "	7 ¹ / ₂ " x 4 ¹³ / ₁₆ "	8 ³ / ₈ " x 5 ³ / ₁₆ "
¹ / ₂ page horizontal spread	16" x 4 ⁷ / ₈ "	17" x 5 ¹ / ₂ "	16 ¹ / ₄ " x 4 ¹³ / ₁₆ "	16 ³ / ₄ " x 5 ³ / ₁₆ "
¹ / ₃ page vertical	2" x 10"	3" x 11"	2" x 10"	2 ³ / ₄ " x 10 ¹ / ₂ "
¹ / ₃ page square	4 ⁵ / ₈ " x 4 ⁷ / ₈ "	n/a	n/a	n/a

2012 Publishing calendar

ISSUE	NATIONAL SPACE CLOSE, MATERIALS DUE	REGIONAL SPACE CLOSE, MATERIALS DUE	ON SALE
January	November 1	October 25	December 16
<i>Best Recipes</i>	November 7	—	January 6
February	December 1	November 24	January 20
<i>Easy Edible Gardening</i>	December 15	—	Feb 17
March	January 3	December 27	February 17
<i>Small Yards, Big Ideas</i>	January 9	—	March 9
April	February 1	January 25	March 23
May	March 1	February 23	April 20
<i>Summer Travel*</i>	March 12	—	May 11
<i>National Parks</i>	March 19	—	May 18
June	April 2	March 26	May 25
July	May 1	April 24	June 22
<i>Backyard Secrets</i>	May 7	—	July 6
August	June 1	May 25	July 20
September	July 2	June 25	August 24
<i>Weekend Trips*</i>	July 9	—	September 7
October	August 1	July 25	September 21
November	September 4	August 28	October 19
<i>Hidden West</i>	September 6	—	November 2
December	October 1	September 24	November 16

*Special Interest Publication: All ad space available

Safety margins

Keep essential matter ³/₈" from bleed size. Live material on facing units should not be closer than ¹/₈" to center fold on either side of gutter—total of ¹/₄" for both pages.

Display ads

PDF/X-1a (version 1.3) files, uploaded to the Time Inc. web ad portal at <http://direct2time.sendmyad.com>. No color proofs are required. Contact Rosana Chang (phone 212-522-7792, e-mail rosana.chang@timeinc.com) with any questions regarding materials extensions or uploading files.

Card inserts

Digital files are the preferred format for insert materials. Contact your *Sunset* representative for detailed specifications.

Detailed mechanical specifications

See direct2time.com, SRDS Print Production Data, or contact Rosana Chang at 212-522-7792 or rosana_chang@timeinc.com.

Shipping instructions

Upload all display ad files to <http://direct2time.sendmyad.com>.

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Sunset

SALES OFFICES

ATLANTA
404/888-1910

CHICAGO
312/832-0846

DETROIT
248/988-7722

HAWAII
808/587-8300

LOS ANGELES
310/268-7593

NEW YORK
212/522-6684

SAN FRANCISCO
415/434-5266

CANADA
877/748-0737

MEXICO
901/301-4443

DIRECT RESPONSE
800/222-9404

INSIDER GUIDES
877/748-0737

TRAVEL DIRECTORY
877/748-0737