

Magazine Trim Display Ad Sizes

Effective June 14, 2009

Run of Magazine – 3 Column Format

Standard Sizes for Non-Bleed Ads

Trim Size is 8 15/16" x 10 7/8"

Ad Unit Size	Width	Depth
2 page spread	17 3/8"	10 3/8"
Full page	8 7/16"	10 3/8"
2/3 page (vertical)	5 5/16"	10 3/8"
2/3 page (horizontal)	8 7/16"	6 1/2"
2/3 page (horizontal spread)	17 3/8"	6 1/2"
1/3 page (horizontal)	8 7/16"	3"
1/3 page (vertical)	2 5/8"	10 3/8"
1/2 page (horizontal)	8 7/16"	5 3/16"
1/2 page (horizontal spread)	17 3/8"	5 3/16"
1/2 page (vertical)	4"	10 3/8"
Sq 1/3 page	5 5/16"	5 3/16"
Fireplace	11 1/8"	7 1/8"

Standard Sizes for Bleed Ads

Ad Unit Size	Width	Depth
2 page spread	18 1/8"	11 1/8"
Full page	9 3/16"	11 1/8"
2/3 page (vertical)	5 13/16"	11 1/8"
2/3 page (horizontal)	9 3/16"	6 15/16"
2/3 page (horizontal spread)	18 1/8"	6 15/16"
1/3 page (horizontal)	9 3/16"	3 7/16"
1/3 page (vertical)	3 1/8"	11 1/8"
1/2 page (horizontal)	9 3/16"	5 5/8"
1/2 page (horizontal spread)	18 1/8"	5 5/8"
1/2 page (vertical)	4 1/2"	11 1/8"

Magazine Banner Ad Sizes

Effective June 14, 2009

4 Column Banner Page Unit Sizes – Available In:

Main Mag – Lux Homes, Schools & Camps, Shopping At Home
T Travel – States & Travel For Knowledge
T Design – Designer Directory

Unit Size	Width	Depth	New 4 Column Width Dimensions
1/24th pg	2"	1 1/2"	1 col = 2" wide
1/16th pg	2"	2 3/8"	2 col = 4 1/8" wide
1/12th pg (vertical)	2"	3 1/4"	3 col = 6 1/4" wide
1/12th pg (horizontal)	4 1/8"	1 1/2"	4 col = 8 7/16" wide
1/8th pg (horizontal)	4"	2 3/8"	
1/8th pg (vertical)	2"	4 13/16"	
1/6th pg	4"	3 1/4"	21 agate lines = 1 1/2"
1/4 pg	4"	4 13/16"	33 agate lines = 2 3/8"
3/8th pg (vertical)	4 1/8"	7 1/8"	45 agate lines = 3 1/4"
1/2 pg (vertical)	4 1/8"	9 7/8"	67 agate lines = 4 13/16"
1/2 pg (horizontal)	8 7/16"	4 13/16"	100 agate lines = 7 1/8"
Full page	8 7/16"	9 7/8"	138 agate lines = 9 7/8"

Luxury Homes & Estates – Available in all sizes above

Schools & Camps – Available in all sizes above

Shopping at Home – Available in all sizes above

T Travel States Banners – Available in Full page, 1/2 pg (v or h), 1/4 pg and **1/8th pg (horizontal only)**

T Travel Travel For Knowledge – Available In 1/24th, 1/16th, 1/12th (v or h), 1/8th (v or h only)

T Design Designer Directory – Available in all sizes above

3 Column Banner Page Unit Sizes – Available In:

T Travel – Sophisticated Vacation Guide Only

Unit Size	Width	Depth	New 3 Column Width Dimensions
1/9th pg	2 5/8"	3 1/8"	1 col = 2 5/8"
2/9th pg (vertical)	2 5/8"	6 7/16"	2 col = 5 5/16"
2/9th pg (horizontal)	5 5/16"	3 1/8"	3 col = 8 7/16"
3/9th pg (vertical)	2 5/8"	9 7/8"	
3/9th pg (horizontal)	8 7/16"	3 1/8"	44 agate lines = 3 1/8"
			90 agate lines = 6 7/16"
			138 agate lines = 9 7/8"

5 Column Banner Page Unit Sizes – Available In:

T Travel – Escapes Banner Page Only

Unit Size	Width	Depth	New 5 Column Width Dimensions
1/30th pg	1 1/2"	1 1/2"	1 col = 1 1/2"
1/20th pg	1 1/2"	2 3/8"	
1/15th pg	1 1/2"	3 1/4"	21 agate lines = 1 1/2"
1/10th pg	1 1/2"	4 13/16"	33 agate lines = 2 3/8"
			45 Agate lines = 3 1/4"
			67 Agate lines = 4 13/16"

NOTE: All Escape Banner Ads will be typeset with a 1 point rule around the display unit