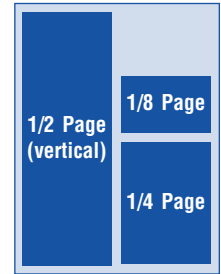
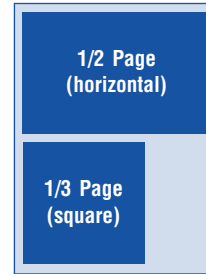
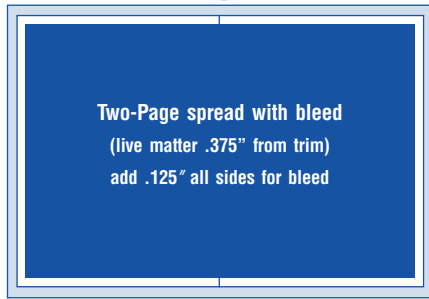
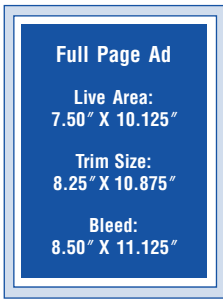


2008 Advertising Material Requirements



For full-page ads and two-page spread ads that have bleeds, keep important elements such as type a minimum of .375" away from the trim. Then add .125" all around for bleed. This is to ensure nothing is trimmed off that is important to the integrity of the design.

Production Questions?

Contact: Dianne Amand 1-800-258-3772

E-mail: production@villagewest.com

Print Ready Requirements

Every ad submitted must include the following:

- Hard Copy/Proof: Supply high-quality SWOP (Specifications for Web Offset Publications) approved proof. Village West Publishing is not responsible for any color inaccuracies when a SWOP-approved proof is not provided.
- Digital file and all supporting files.
- Notation of issue(s) in which ad material will be used.
- Point of contact for any questions pertaining to the ad material received.

Digital File Specifications

Hearth & Home magazine is produced 100 percent computer-to-plate at 150 line screen/300 dpi. Complete digital files are: document, images, graphics and fonts. Supply color or black and white with "print colors as gray" turned on. Your hardcopy proof will be used as a final guide by the prepress operator and printer.

Publisher is not responsible for errors due to improper file preparation.

Matching Colors

Hearth & Home magazine is printed with process colors (combination of cyan, magenta, yellow and black ink). Any PMS

Ad Sizes in decimals

Trim size	8.25" X 10.875"
Full Page (live matter .375" from trim)	7.5" X 10.125"
Full Page with bleed (live matter .375" from trim)	8.50" X 11.125"
Two-Page spread (live matter .375" from trim)	15.50" X 10.125"
Two-Page spread with bleed (live matter .375" from trim)	16.75" X 11.125"
2/3 Page	4.50" X 9.75"
1/2 Page Vertical	3.375" X 9.75"
1/2 Page Horizontal	7" X 4.75"
1/3 Page Vertical	2.125" X 9.75"
1/3 Page Square	4.50" X 4.75"
1/4 Page	3.375" x 4.75"
1/8 Page	3.375" x 2.25"

or RGB used will be converted, resulting in a color shift. To ensure that the color is correct, it is recommended that you convert the PMS or RGB to CMYK. **For Metallic Ink:** Contact publisher for rates.

Layout

Ad should be created at 100 percent. This should correspond to sizes above.

File Format

PDF/X1a files are the preferred file format for file submission. Careful attention must be paid to the proper creation of PDF/X1a files (print-ready; high-resolution with embedded fonts and graphics) to ensure that they will reproduce correctly. Please do not put crop marks within bleed area of digital file. Printer is not responsible if they print.

Items to Check for...

- QuarkXPress files: H&J's and no OPIs
- All fonts are supplied or embedded
- No Pantone or RGB colors
- Images are Hi-Res (300dpi)

Production Charges

Work provided by Village West Publishing will be billed at \$100 per hour.

Special Projects & Inserts

Call for quotes and specifications. Samples of inserts should be submitted to the publisher before printing to ensure proper specifications.

Shipping Instructions

FedEx, UPS, Airborne:

Attention: Dianne Amand
Village West Publishing
25 Country Club Road, Suite 403
Gilford, NH 03249

U.S. Mail:

Attention: Dianne Amand
Village West Publishing
PO Box 1288, Laconia, NH 03247

E-mail:

production@villagewest.com

FTP:

web site: www.hearthandhome.com
(follow directions on web site)

Material Deadline

ISSUE	MATERIAL
January-08	11/30/07
February-08	12/28/07
March-08	1/31/08
April-08	2/29/08
May-08	3/31/08
June-08	4/30/08
July-08	5/30/08
August-08	6/30/08
September-08	7/31/08
October-08	8/29/08
November-08	9/30/08
December-08	10/31/08