Print Editorial Calendar
Throughout the year, The Atlantic has a number of enduring features, loved by readers far and wide. From fun reflections on cultural phenomenons to recaps of quirky trends around the world, our editors offer a diversity of ideas, topics, and opportunities.

**In Every Issue.**

The Conversation: a monthly recap of the responses and reverberations from across the globe pertaining to today’s most provocative topics.

Dispatches: offers commentary and creative thinking from a broad spectrum of contributors on business, tech, health, politics, and more.

Sections include:
- Big In: local trends with global intrigue
- Study Of Studies: what the latest science tells us about what we think we know
- Wild Kingdom (new in 2018!): a column devoted to animal cognition and behavior
- Criminal Tendencies (new in 2018!): exploring crimes and criminal theory

Culture File: The Atlantic's writers and contributors offer reviews, criticism, and big ideas with intelligence, insight, and a healthy dose of irreverence.

The Big Question: each issue, we ask important people the questions our editors are most captivated by. Always fascinating, and often profound, The Big Question is situated right before the back cover of every magazine.
Coinciding with the launch of our brand new Sports Channel on TheAtlantic.com, our first-ever Sports Report will explore athletes and athletics’ affect on culture and the world at large.

Editorial Preview:
– An in-depth look at the NCAA’s efforts to reduce concussions—are they doing enough to keep players safe

– Chronicling the rise of college e-sports. A dozen colleges now offer scholarships for e-sports (aka video games) what does this mean for the future of college athletics

- The weird, wonderful tale of the Danbury Trashers, a hockey league that helped takedown Matty Ianiello, the last of the great mid-century crime bosses
From the cutting-edge developments in health to bringing together the most influential and inventive minds in healthcare, our annual July/August double issue will offer an in-depth, fascinating look at the healthcare landscape, including a focus on the latest victories in the fight against cancer.

Editorial Preview:
Cover story "Fatal Disparities" will explore how health inequality has affected a community in Baltimore and what can be done to solve this national crisis. Reporting will extend to digital, video, and events.
For The Atlantic, technology isn't just the latest gadget release. Rather, it's about the impact innovation has on the world around us and the possibilities it creates. That's the world our editors explore with our technology coverage.

Our annual Technology issue and corresponding digital report will bring readers an engaging look at the technologies changing the world.

In past years, our Technology Issue has revealed the inner workings of the secretive Google Moonshot Factory and included interviews with today's most innovative visionaries (Bill Gates, Al Gore, and others). Expect the same caliber of reporting in 2018.
<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Close</th>
<th>Print Ad Materials Due</th>
<th>Newsstand On-Sale</th>
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<td>January/February</td>
<td>11/01/17</td>
<td>11/07/17</td>
<td>12/19/17</td>
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<td>March</td>
<td>12/27/17</td>
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<td>November: Technology Issue</td>
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No cancellations will be accepted after space close. Materials received after close will be inspected if time allows but may run as sent. For ad specs and shipping info refer to: advertising.theatlantic.com/specs.
## PRINT SPECS

<table>
<thead>
<tr>
<th>Print ad size</th>
<th>bleed</th>
<th>trim</th>
<th>live area</th>
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<td>15.75” X 10.5”</td>
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<td>7.875” X 10.5”</td>
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<td>2.125” X 10”</td>
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<tr>
<td>½ page horizontal</td>
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<td>7.875” X 5.125”**</td>
<td>.25” from trim</td>
</tr>
<tr>
<td>½ page spread horizontal</td>
<td>16” X 5.25”</td>
<td>15.75” X 5.125”**</td>
<td>.25” from trim</td>
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</tbody>
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** NO TOP BLEED FOR ¼ PAGE ADS
Live area, safety, and trim for bleed ads
Trim size: 7.875" x 10.5"
Keep live matter .25" from trim, .375" from bleed edge. Gutter safety .25".
For spread bleed ads, supply separate proof ruled with trim marks to show position on page.

File format
File: PDF x1a preferred. All graphics minimum 300dpi.
Total combined density should not exceed 280%.
Color: 4-Color Process;
Matched: GAA/SWOP.
5th cylinder available upon approval; premium charge applies. Incorrect spot or RGB color can be converted to CMYK at advertiser risk by written request.

Materials/proofs
Submit all files online: theatlantic.sendmyad.com
Files are not accepted via e-mail. If more than one file is uploaded, The Atlantic will run the most recent and delete duplicates.
Proofs: Ads submitted without a SWOP standard proof waive the right to question color/reproduction. (In the absence of SWOP we run on press to a digital version of the supplied file. A majority of our advertisers are now choosing this option.)
Send one SWOP proof to:
Jennifer Adams
Atlantic Production
600 New Hampshire Ave NW Washington, DC 20037 202.266.7077
Materials specifications and schedule available online at advertising.theatlantic.com/specs

General information
Frequency: Published 10 times a year, with double issues in January/February and July/August, by:
The Atlantic Monthly Group
600 New Hampshire Avenue NW Washington, DC 20037
202.266.6000
Printing process: O set Full Run, 133 line screen
Binding: Perfect Bound
Layouts: 2 and 3 columns

Printing process: O set Full Run, 133 line screen
Binding: Perfect Bound
Layouts: 2 and 3 columns

Contacts
Media Kit: rethink.theatlantic.com
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Jennifer Adams, Associate Production Director 202.266.7077
Tablet/mobile materials questions and to opt-in/out of tablet/mobile editions:
Bridget LaPoint, Sales Planner 646.539.6779 blapoint@theatlantic.com
Let’s Talk.

Have questions? Reach out to someone from our Management Team for more information.

Click [here](#) for specs.

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