

The Atlantic Magazine Editorial Calendar

2019

The Atlantic

CALENDAR

Issue	Space Close	Ad Materials Due	Newsstand On-Sale
January/February	10/31/18	11/06/18	12/18/18
March	12/26/18	01/02/19	02/12/19
April	01/30/19	02/05/19	03/19/19
May	03/06/19	03/12/19	04/23/19
June	04/03/19	04/09/19	05/21/19
July	05/08/19	05/14/19	06/25/19
August	06/05/19	06/11/19	07/23/19
September	07/3/19	07/09/19	08/20/19
October	07/31/19	08/06/19	09/17/19
November	08/28/19	09/03/19	10/15/19
December	10/02/19	10/08/19	11/19/19
January/February 2020	11/06/19	11/12/19	12/24/19

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.

AD SPECS

AD SIZE	NON-BLEED	BLEED*	TRIM*	LIVE AREA
Spread		16" X 10.75"	15.75" X 10.5"	15.25" X 10"
Full page		8.125" X 10.75"	7.875" X 10.5"	7.375" X 10"
⅔ vertical	4.625" x 9.5"	5.25" X 10.75"	5" X 10.5"	4.5" X 10"
⅓ vertical	2.25" X 9.5"	2.875" X 10.75"	2.625" X 10.5"	2.125" X 10"
⅓ square	4.625" X 4.625"			
½ page horizontal	6.75" X 4.625"	8.125" X 5.25"	7.875" X 5.125"***	.25" from trim
½ page spread horizontal	14.625" X 4.625"	16" X 5.25"	15.75" X 5.125"***	.25" from trim
½ page digest	Call for size			
⅙ page vertical	2.25" X 4.625"			
⅙ page horizontal	Call for size			
1/12	2.25" X 2.25"			
1 inch	2.25" X 1"			

* SEE NEXT PAGE FOR DETAILS

** NO TOP BLEED FOR ½ PAGE ADS

AD SPECS

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 11 times a year, with double issues
in January/February 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

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Binding: Perfect Bound

Layouts: 2 and 3 columns

Contacts

Media Kit: rethink.theatlantic.com

Advertising information and rates:
atlantic_advertising@theatlantic.com,
646.539.6700

Print production and materials information:

atlantic_production@theatlantic.com

For split distributions, inserts, and manufacturing:

John Kefferstan, Production Director
202.266.7076

For print materials questions/extensions, ad portal help,

and delivery or preflight questions:

Jennifer Adams,

Associate Production Director 202.266.7077

The Atlantic on Apple News+

Advertisers with half-page or larger print ads may opt in to the magazine's AppleNews+ digital edition by uploading additional creative.

Upload ONE AppleNews+ file per ad under Tablet Ads at theatlantic.sendmyad.com.

[Please ignore the site's warning to upload both horizontal and vertical files — only one file is required.]

For Spreads:

2400x1800 Horizontal

Dimension: 2400px x 1800px

For Pages:

1800x2400 Vertical

Dimension: 1800px x 2400px

Requirements:

File Type: JPEG Only

Resolution: 300 PPI

Max file size: 20MB

Please include clickthrough URL