
2019

The Atlantic

Magazine Editorial Calendar

CALENDAR

| Issue | Space Close | Print 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/August | 05/08/19 | 05/14/19 | 06/25/19 |
| September | 06/26/19 | 07/02/19 | 08/13/19 |
| 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 |

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

| Print ad size | bleed | trim | live area |
|--------------------------|-----------------|-------------------|----------------|
| Spread | 16" X 10.75" | 15.75" X 10.5" | 15.75" X 10" |
| Full page | 8.125" X 10.75" | 7.875" X 10.5" | 7.375" X 10" |
| ⅔ vertical | 5.25" X 10.75" | 5" X 10.5" | 4.5" X 10" |
| ⅓ vertical | 2.875" X 10.75" | 2.625" X 10.5" | 2.125" X 10" |
| ½ page horizontal | 8.125" X 5.25" | 7.875" X 5.125"** | .25" from trim |
| ½ page spread horizontal | 16" X 5.25" | 15.75" X 5.125"** | .25" from trim |

** NO TOP BLEED FOR ½ PAGE ADS

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 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: 0 set Full Run, 133 line screen

Binding: Perfect Bound

Layouts: 2 and 3 columns

Printing process: 0 set Full Run, 133 line screen

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