

2018

# Print Editorial Calendar

*The Atlantic*



# CALENDAR

Issue	Space Close	Print Ad Materials Due	Newsstand On-Sale
January/February	11/01/17	11/07/17	12/19/17
March	12/27/17	01/02/18	02/13/18
April	01/31/18	02/06/18	03/20/18
May: Sports Report	03/07/18	03/13/18	04/24/18
June	04/04/18	04/10/18	05/22/18
July/August: Health Report	05/09/18	05/15/18	06/26/18
September	06/27/18	07/03/18	08/14/18
October	08/01/18	08/07/18	09/18/18
November: Technology Issue	08/29/18	09/04/18	10/16/18
December	10/03/18	10/09/18	11/20/18

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](http://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](http://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](http://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

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**Binding:** Perfect Bound

**Layouts:** 2 and 3 columns

### Contacts

**Media Kit:** [rethink.theatlantic.com](http://rethink.theatlantic.com)

**Advertising information and rates:**

[atlantic\\_advertising@theatlantic.com](mailto:atlantic_advertising@theatlantic.com), 646.539.6700

**Print production and materials information:**

[atlantic\\_production@theatlantic.com](mailto: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

**Tablet/mobile materials questions and to opt-in/out of tablet/mobile editions:**

Jacquie Campbell,

Sales Planner 202.266.7112 [jcampbell@theatlantic.com](mailto:jcampbell@theatlantic.com)

## Let's Talk.

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

Click [here](#) for specs.

**Hayley Romer: SVP and Publisher**  
**HRomer@TheAtlantic.com**

**Liz Lorenzoni: VP Sales, West Coast**  
**Elorenzoni@theatlantic.com**

**Ryan McRae: VP Sales, East Coast**  
**RMcrae@theatlantic.com**

**Michael Monroe: VP, Marketing, Atlantic Re:think**  
**MMonroe@TheAtlantic.com**