

dwell

PRINT GUIDELINES 2016

Print Specifications

DISPLAY AD SIZES

UNIT	LIVE	TRIM	BLEED
Full page	7.875" w x 10.3125" h	8.375" w x 10.8125" h	8.625" w x 11.0625" h
1/3 page vertical w/ bleed	2.000" w x 10.3125" h	2.500" w x 10.8125" h	2.750" w x 11.0625" h
1/2 page horizontal non-bleed	N/A	7.5625" w x 4.9375" h	N/A

2016 DISPLAY ADVERTISING SCHEDULE

ISSUE DATE	CLOSING DATE	MATERIALS DEADLINE	SALE DATE*
FEB	Oct 30	Nov 13	Dec 29
MAR	Nov 20	Dec 9	Feb 2
APRIL	Jan 12	Jan 27	Mar 8
MAY	Feb 17	Mar 2	Apr 12
JUNE	Mar 23	Apr 6	May 17
JUL/AUG	Apr 27	May 11	Jun 21
SEP	Jun 1	Jun 15	Aug 2
OCT	Jul 13	July 27	Sep 6
NOV	Aug 16	Aug 30	Oct 11
DEC/JAN	Sep 28	Oct 12	Nov 22

2016 DWELL SPECIAL ISSUES

ISSUE DATE	CLOSING DATE	MATERIALS DEADLINE	SALE DATE*
SIP #1	Jan 19	Feb 2	Mar 22
SIP #2	May 10	May 24	Jul 12
SIP #3	Aug 30	Sep 14	Nov 1

File Submission

All full and fractional ads should be submitted via our ad portal:
dwell.sendmyad.com

Contact Info

Email any questions or concerns to:
admaterials@dwell.com

Shipping Address

Dwell Life, Inc
192 Lexington Ave, 16th Fl
New York, NY 10016
Attn: Advertising Production

*Sale Dates and subscriber receipt dates can vary depending on location and distribution source. If a product release or sale date is time sensitive, we suggest putting the effective date in the body copy of your advertisement.

Magazine Trim Size

8 3/8" w x 10 13/16" h

Image Resolution

300dpi

Line Screen

175lpi

Colors

4/C Process [CMYK]; a 5th color is available on the inside front cover and inside back cover only.

Paper Stock

45# Matte (text); 65# Matte (cover)

Printing Method

CTP, web offset, SWOP standards

Maximum Ink Density

280% recommended.
Not to exceed 300% TAC.

Proof Requirements

Color proofs calibrated to SWOP specifications for grade 3 substrate, and output at 100%. Proofs should be sent to the address above prior to materials close.

Two Page Spreads

Two-page spread materials MUST BE SUPPLIED AS SINGLE PAGES, as per the full page size requirements. The safety area for spreads with a critical crossover of primary image or type should be 3/8" all around (rather than 1/4") to allow for the possibility of gutter pull out. Perfect alignment of type or image across two pages cannot be guaranteed.

Fractional Ads

If boundaries of the ad are not defined by artwork or a rule, Dwell may add 0.50pt rule.

Inserts

All questions regarding insert pricing, specifications, and due dates should be directed to:

Laura McLaughlin
Production Director
laura@dwell.com
646-681-6338

Mechanical Specifications

Acceptable File Formats

CMYK PDF/X1-A 2001 or 2003

(Compatibility: Acrobat 4, PDF 1.3)

PDF/X-1A is the only acceptable file format for all full page and display fractional ads.

PDF files must be professionally created as PDF/X1-A, CMYK composite, with high resolution images, and all fonts embedded.

File Submission

All full and fractional ads should be submitted via our ad portal: dwell.sendmyad.com

The portal allows you to upload and preflight your materials. Ad materials will be archived for six months in the portal.

You must set-up a free account to submit your ad. This registration process takes about one minute. There is no additional software to download or install.

File Preparation

All files (and proofs) must include accurate trim, bleed, and center registration marks. The trim and crop marks must be offset exactly 1/4" outside of the bleed. Files submitted with crop marks or non-printing items within the bleed area will not be accepted.

Files must be right reading, portrait mode, 100% size, no rotations. Do not use RGB, JPEG, or nested EPS files. Do not apply trapping to files.

Optimum type legibility requires type to be no smaller than 6 point. Black text must consist of 100% black. Dwell strongly discourages the use of knocked-out or multi-color type. However, if used, a minimum of 12 point type is required. Rich black type is not recommended.

Proof Requirements

Color proofs calibrated to SWOP specifications for grade 3 substrate, and output at 100%.

Dwell strongly recommends the inclusion of the IDEAlliance Digital Control Strip or the SWOP Digital Proofing Bar on all proofs.

Proofs must be made from the final supplied file and be correct for color, content, and crop.

Proof Shipping Instructions

Please include the following information in your shipment: Issue date, advertiser name, agency name, and a production contact, including their phone number and e-mail address. Proofs should be shipped flat with protective packaging.

All full and fractional proofs should be addressed to:

Dwell Magazine
192 Lexington Avenue,
16th Floor
New York, NY 10016
Attn: Laura McLaughlin

Dot Gain

A minimum 3% high-light dot is required on all images intended to print; Quarter tone (25%) 14-16% average dot gain; Mid tone (50%) 20-22% average dot gain; Shadows (75%) 14-16% average dot gain.

Blinding Method

Perfect bound, jogs to foot.

Reproduction Liability

Dwell insists advertisers adhere to our specifications for both file and proof preparation.

If ad materials supplied are consistent with Dwell's SWOP-compliant specifications, Dwell can very closely match the color of the advertiser's supplied proof on press.

An exact color match between proof and printed page cannot be guaranteed. As both are prepared on different substrate

and by different processes, the resulting reproductions will show variance. However, a proof supplied to SWOP standards will greatly minimize this variance.

Dwell cannot assume responsibility for client satisfaction if the materials supplied do not strictly comply with our specifications. Advertiser assumes all liability with respect to the integrity and compatibility of supplied digital files and color proofs. The Dwell production schedule does not allow a dequate time to alert advertisers to the non-compliance of their materials.

Disposition of Materials

The ad portal will archive your materials for up to one year, in which you can use the portal to pick up a previously ran ad. Proofs and other ad materials will be retained for six months from the date of receipt and will not be returned.

Inserts

All questions regarding insert pricing, specifications, and due dates should be directed to:

Laura McLaughlin
Production Director
laura@dwell.com
646-681-6338

Modern Market Specifications

Modern Market uses a Dwell-designed template with standard image sizing and fonts. Modern Market reflects Dwell editorial and style guidelines to provide readers with a clean, and consistent experience.

MODERN MARKET AD SIZES

UNIT SIZE	IMAGE SIZE	TEXT
SMALL	2" w x 2" h	175 characters
MEDIUM HOR.	3" w x 3" h	500 characters
MEDIUM VERT.	2" w x 4.5" h	450 characters

Size requirements in decimals or metrics are available upon request.

MODERN MARKET CALENDAR

ISSUE DATE	CLOSING DATE	MATERIALS DEADLINE	SALE DATE*
FEBRUARY	Oct 16	Oct 23	Dec 29
MARCH	Nov 6	Nov 13	Feb 2
APRIL	Dec 15	Jan 5	Mar 8
SIP #1	N/A	N/A	Mar 22
MAY	Feb 2	Feb 9	Apr 12
JUNE	Mar 9	Mar 16	May 17
JUL/AUG	Apr 13	Apr 20	Jun 21
SIP #2	N/A	N/A	Jul 12
SEPTEMBER	May 17	May 24	Aug 2
OCTOBER	Jun 28	Jul 6	Sep 6
NOVEMBER	Aug 2	Aug 9	Oct 11
SIP #3	N/A	N/A	Nov 1
DEC/JAN '17	Sep 14	Sep 21	Nov 22

Content and Image Specifications

The advertiser supplies both the image and ad copy. Dwell assembles the ad in the Modern Market template, assigns position, and makes copy corrections deemed necessary by our design and editorial guidelines.

Copy Requirements

- The word counts noted above include your company name, descriptive body copy, and contact information.
- If your copy exceeds the maximum word count, the Dwell editorial department will edit your copy at our own discretion and make copy corrections deemed necessary by our design and editorial guidelines and requirements.

Image Specifications

Advertiser supplied images must meet the following requirements:

- Resolution: 300 dpi or higher
- Color Mode: CMYK
- No text, logos, or borders on images
- Advertisers are responsible for image quality and photo rights
- Please note that Dwell does not retouch, silhouette, or otherwise manipulate supplied images

Logos

The clean layout and structure of Modern Market does not allow logos to be used in place of copy or in addition to an image.

Material Submission

Please email your copy and image to ewells@dwell.com. Copy should be submitted in the body of your email or in a Word or Text document.

Reproduction Liability

Dwell cannot assume responsibility for client satisfaction if the materials supplied do not strictly comply with our specifications.

Proofs

You will be sent a lo-res PDF proof of the ad after our team reviews the section. If we do not hear back from you by the given deadline, we will proceed with the ad, and it will run as is.

To the Trade Specifications

To the Trade is a formatted advertising section featuring select products and services. The eye-catching section uses Dwell design, fonts, and color palette, along with consistent image sizes and standardized typesetting.

TO THE TRADE AD SIZE

UNIT SIZE	IMAGE SIZE	TEXT
1/4 PG	3 9/16" w x 1 7/8" h	100 words

Size requirements in decimals or metrics are available upon request.

TO THE TRADE CALENDAR

ISSUE DATE	CLOSING DATE	MATERIALS DEADLINE	SALE DATE*
FEBRUARY	Oct 16	Oct 23	Dec 29
MARCH	Nov 6	Nov 13	Feb 2
APRIL	Dec 15	Jan 5	Mar 8
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MAY	Feb 2	Feb 9	Apr 12
JUNE	Mar 9	Mar 16	May 17
JUL/AUG	Apr 13	Apr 20	Jun 21
SIP #2	N/A	N/A	Jul 12
SEPTEMBER	May 17	May 24	Aug 2
OCTOBER	Jun 28	Jul 6	Sep 6
NOVEMBER	Aug 2	Aug 9	Oct 11
SIP #3	N/A	N/A	Nov 1
DEC/JAN '17	Sep 14	Sep 21	Nov 22

Content and Image Specifications

The advertiser supplies both the image and ad copy. Dwell assembles the ad in the To the Trade template, assigns position, and makes copy corrections deemed necessary by our design and editorial guidelines.

Copy Requirements

- The word counts noted above include your company name, descriptive body copy, and contact information.
- If your copy exceeds the maximum word count, the Dwell editorial department will edit your copy at our own discretion and make copy corrections deemed necessary by our design and editorial guidelines and requirements.

Image Specifications

Advertiser supplied images must meet the following requirements:

- Resolution: 300 dpi or higher
- Color Mode: CMYK
- No text, logos, or borders on images
- Advertisers are responsible for image quality and photo rights
- Please note that Dwell does not retouch, silhouette, or otherwise manipulate supplied images

Logos

The clean layout and structure of To the Trade does not allow logos to be used in place of copy or in addition to an image.

Material Submission

Please email your copy and image to ewells@dwell.com. Copy should be submitted in the body of your email or in a Word or Text document.

Reproduction Liability

Dwell cannot assume responsibility for client satisfaction if the materials supplied do not strictly comply with our specifications.

Proofs

You will be sent a lo-res PDF proof of the ad after our team reviews the section. If we do not hear back from you by the given deadline, we will proceed with the ad, and it will run as is.

Designed Well Specifications

Designed Well is a formatted advertising section featuring products from our partners that bring to life the spirit and innovation of modern design. The eye-catching section uses Dwell design, fonts, and color palette, along with consistent image sizes and standardized typesetting.

DESIGNED WELL AD SIZE

UNIT SIZE	IMAGE SIZE	WORD COUNT
1/4 pg	3 9/16" w x 1 7/8" h	100 words

Size requirements in decimals or metrics are available upon request.

DESIGNED WELL CALENDAR

ISSUE DATE	CLOSING DATE	MATERIALS DEADLINE	SALE DATE*
FEBRUARY	Oct 16	Oct 23	Dec 29
MARCH	Nov 6	Nov 13	Feb 2
APRIL	Dec 15	Jan 5	Mar 8
SIP #1	N/A	N/A	Mar 22
MAY	Feb 2	Feb 9	Apr 12
JUNE	Mar 9	Mar 16	May 17
JUL/AUG	Apr 13	Apr 20	Jun 21
SIP #2	N/A	N/A	Jul 12
SEPTEMBER	May 17	May 24	Aug 2
OCTOBER	Jun 28	Jul 6	Sep 6
NOVEMBER	Aug 2	Aug 9	Oct 11
SIP #3	N/A	N/A	Nov 1
DEC/JAN '17	Sep 14	Sep 21	Nov 22

Content and Image Specifications

The advertiser supplies both the image and ad copy. Dwell assembles the ad in the Designed Well template, assigns position, and makes copy corrections deemed necessary by our design and editorial guidelines.

Copy Requirements

- The word counts noted above include your company name, descriptive body copy, and contact information.
- If your copy exceeds the maximum word count, the Dwell editorial department will edit your copy at our own discretion and make copy corrections deemed necessary by our design and editorial guidelines and requirements.

Image Specifications

Advertiser supplied images must meet the following requirements:

- Resolution: 300 dpi or higher
- Color Mode: CMYK
- No text, logos, or borders on images
- Advertisers are responsible for image quality and photo rights
- Please note that Dwell does not retouch, silhouette, or otherwise manipulate supplied images

Logos

The clean layout and structure of Designed Well does not allow logos to be used in place of copy or in addition to an image.

Material Submission

Please email your copy and image to ewells@dwell.com. Copy should be submitted in the body of your email or in a Word or Text document.

Reproduction Liability

Dwell cannot assume responsibility for client satisfaction if the materials supplied do not strictly comply with our specifications.

Proofs

You will be sent a lo-res PDF proof of the ad after our team reviews the section. If we do not hear back from you by the given deadline, we will proceed with the ad, and it will run as is.