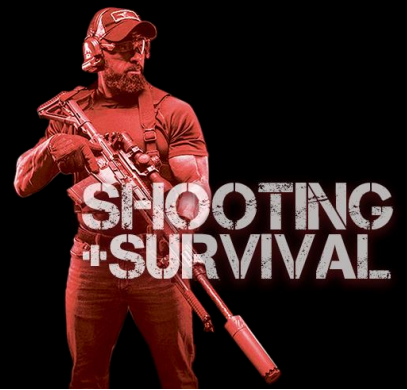


2021 RATE CARD



BALLISTIC PRINT PORTFOLIO

Ballistic is the ultimate backstage pass to the world of firepower! This ultra premium magazine delivers the shooting lifestyle with provocative photography and content, once-in-a-lifetime experiences and high-profile personalities.

| | ISSUE | SPACE CLOSE | MATERIALS DUE | ON SALE |
|--|----------------------------|-------------|---------------|----------|
| BALLISTIC | 140,000 Circulation | | | |
| FEB/MAR 21 | F/M 21 | 12/29/20 | 01/05/21 | 02/16/21 |
| APR/MAY 21 | A/M 21 | 02/23/21 | 03/02/21 | 04/13/21 |
| JUN/JUL 21 | J/J 21 | 04/20/21 | 04/27/21 | 06/08/21 |
| BALLISTIC PRECISION AUG/SEP 21 | A/S 21 | 06/22/21 | 06/29/21 | 08/10/21 |
| OCT/NOV 21 | O/N 21 | 08/24/21 | 08/31/21 | 10/12/21 |
| BALLISTIC BEST DEC/JAN 22 | D/J 22 | 10/12/21 | 10/19/21 | 11/30/21 |

| AD PAGE RATES | |
|---------------|----------|
| BALLISTIC | |
| Full Page | \$8,650 |
| 2/3 Page | \$6,085 |
| 1/2 Page | \$4,974 |
| 1/3 Page | \$3,744 |
| 1/6 Page | \$2,673 |
| Back Cover | \$10,813 |
| Cover 2 or 3 | \$9,948 |
| Premium* | + 10% |

** Premium includes first 15% of magazine including TOC. Positions are limited.*

2021 RATE CARD

TACTICAL LIFE



TACTICAL LIFE PRINT PORTFOLIO

Developed for serious shooters, the Tactical-Life Network delivers stories, cutting-edge information, trends, expert tips and reviews on firearms, gear, ammo and accessories.

| | ISSUE | SPACE CLOSE | MATERIALS DUE | ON SALE |
|---------------------------------|--------|---------------------------|---------------|----------|
| TACTICAL LIFE | | 85,000 Circulation | | |
| MAR 21 | Mar 21 | 12/15/20 | 12/22/20 | 02/02/21 |
| APR/MAY 21 | A/M 21 | 02/02/21 | 02/09/21 | 03/23/21 |
| GUN ANNUAL JUN/JUL 21 | J/J 21 | 03/30/21 | 04/06/21 | 05/18/21 |
| AUG/SEP 21 | A/S 21 | 05/25/21 | 06/01/21 | 07/13/21 |
| OCT/NOV 21 | O/N 21 | 07/20/21 | 07/27/21 | 09/07/21 |
| DEC 21 | DEC 21 | 09/14/21 | 09/21/21 | 11/02/21 |
| STEALTH JAN/FEB 22 | J/F 22 | 11/09/21 | 11/16/21 | 12/28/21 |

| SPECIAL INTEREST ANNUALS | | 80,000 Circulation | | |
|-------------------------------------|-------|---------------------------|----------|----------|
| THE COMPLETE BOOK OF RELOADING 2022 | #2022 | 08/10/21 | 08/17/21 | 09/28/21 |

| GUNS OF THE OLD WEST | | 95,000 Circulation | | |
|-----------------------------|---------|---------------------------|----------|----------|
| SPRING | SPR 21 | 12/29/20 | 01/05/21 | 02/16/21 |
| SUMMER | SUM 21 | 03/30/21 | 04/06/21 | 05/18/21 |
| FALL | FALL 21 | 06/29/21 | 07/06/21 | 08/17/21 |
| WINTER | WIN 22 | 09/21/21 | 09/28/21 | 11/09/21 |

| AD PAGE RATES | |
|-----------------------------------|---------|
| TACTICAL LIFE | |
| COMPLETE BOOK OF RELOADING | |
| GUNS OF THE OLD WEST | |
| Full Page | \$5,995 |
| 2/3 Page | \$4,217 |
| 1/2 Page | \$3,447 |
| 1/3 Page | \$2,595 |
| 1/6 Page | \$1,853 |
| Back Cover | \$7,494 |
| Cover 2 or 3 | \$6,894 |
| Premium* | + 10% |

* Premium includes first 15% of magazine including TOC. Positions are limited.

2021 RATE CARD

PERSONAL DEFENSE WORLD

A ATHLON OUTDOORS



PERSONAL DEFENSE WORLD PRINT PORTFOLIO

Offering shooters the latest on firearms, equipment, and proven techniques to keep themselves and their families protected. Content includes instruction from some of the most experienced personal protection experts in the world.

| | ISSUE | SPACE CLOSE | MATERIALS DUE | ON SALE |
|---|--------|-------------|---------------|----------|
| COMBAT HANDGUNS 85,000 Circulation | | | | |
| MAY/JUN | M/J 21 | 01/19/21 | 01/26/21 | 03/09/21 |
| JUL/AUG | J/A 21 | 03/16/21 | 03/23/21 | 05/04/21 |
| SEP/OCT | S/O 21 | 05/11/21 | 05/18/21 | 06/29/21 |
| NOV/DEC | N/D 21 | 07/13/21 | 07/20/21 | 08/31/21 |
| JAN/FEB | J/F 22 | 09/07/21 | 09/14/21 | 10/26/21 |
| MAR/APR | M/A 22 | 11/02/21 | 11/09/21 | 12/21/21 |

| PERSONAL DEFENSE WORLD 85,000 Circulation | | | | |
|--|--------------|----------|----------|----------|
| PDW A/M 21 | APR/MAY 21 | 01/12/21 | 01/19/21 | 03/02/21 |
| CONCEALED CARRY PDW J/J 21 | JUNE/JULY 21 | 03/16/21 | 03/23/21 | 05/04/21 |
| PDW A/S 21 | AUG/SEPT 21 | 05/18/21 | 05/25/21 | 07/06/21 |
| CONCEALED CARRY PDW O/N 21 | OCT/NOV 21 | 07/20/21 | 07/27/21 | 09/07/21 |
| GUN BUYER'S GUIDE PDW D/J 21 | DEC/JAN 21 | 09/21/21 | 09/28/21 | 11/09/21 |
| PDW F/M 22 | FEB/MAR 21 | 11/23/21 | 11/30/21 | 01/11/22 |

| AD PAGE RATES | |
|-------------------------------|---------|
| COMBAT HANDGUNS | |
| PERSONAL DEFENSE WORLD | |
| Full Page | \$5,995 |
| 2/3 Page | \$4,217 |
| 1/2 Page | \$3,447 |
| 1/3 Page | \$2,595 |
| 1/6 Page | \$1,853 |
| Back Cover | \$7,494 |
| Cover 2 or 3 | \$6,894 |
| Premium* | + 10% |

* Premium includes first 15% of magazine including TOC. Positions are limited.

2021 RATE CARD

SKILLSET



SKILLSET PRINT PORTFOLIO

Skillset is a quarterly, over-sized, premium, men's lifestyle magazine founded on "redefining the alpha lifestyle." It meshes entertaining content and a pulp-fiction vibe with zero political correctness; and that's what we love about them. Editors Jason Swarr and Ben Tirpak — don't shy away from anything. From an article on prison workouts called "Get That Prison Bod" to "Day Drinking 101" this magazine is filled with surprises. It's like a *Highlights* kids' magazine for adults.

| | ISSUE | SPACE CLOSE | MATERIALS DUE | ON SALE |
|------------------|---------------------------|-----------------|-----------------|-----------------|
| SKILLSET | 85,000 Circulation | | | |
| SPRING 21 | SPR 21 | 12/29/20 | 01/05/21 | 02/16/21 |
| SUMMER 21 | SUM 21 | 04/06/21 | 04/13/21 | 05/25/21 |
| FALL 21 | FALL 21 | 06/29/21 | 07/06/21 | 08/17/21 |
| WINTER 22 | WIN 22 | 09/28/21 | 10/05/21 | 11/16/21 |

| AD PAGE RATES | |
|---------------------|----------------|
| SKILLSET | |
| Full Page | \$6,500 |
| 2/3 Page | \$4,573 |
| 1/2 Page | \$3,738 |
| 1/3 Page | \$2,814 |
| 1/6 Page | \$2,009 |
| Back Cover | \$8,125 |
| Cover 2 or 3 | \$7,475 |
| Premium* | + 10% |

** Premium includes first 15% of magazine including TOC. Positions are limited.*

** Premium includes first 15% of magazine including TOC. Positions are limited.*

2021 RATE CARD



SURVIVAL PRINT PORTFOLIO

Covers everything from frontier living and survival guides to home and self-defense skills. You'll find tips and resources for how to stay alive and thrive, both in the face of disaster and while living simply off the land. Readers will be motivated by tales of survival and how-to guides inspired by real-life events.

| THE NEW PIONEER | | 180,000 Circulation | | |
|-----------------|---------|---------------------|----------|----------|
| FALL 21 | FALL 21 | 06/14/21 | 06/21/21 | 08/02/21 |
| SPRING 22 | SPR 22 | 11/30/21 | 12/07/21 | 01/18/22 |

| AMERICAN FRONTIERSMAN | | 180,000 Circulation | | |
|-----------------------|---------|---------------------|----------|----------|
| SPRING 21 | SPR 21 | 02/02/21 | 02/09/21 | 03/23/21 |
| SUMMER 21 | SUM 21 | 05/04/21 | 05/11/21 | 06/22/21 |
| FALL 21 | FALL 21 | 08/03/21 | 08/10/21 | 09/21/21 |
| WINTER 22 | WIN 22 | 10/19/21 | 10/26/21 | 12/07/21 |

| AD PAGE RATES | |
|-----------------------|---------|
| THE NEW PIONEER | |
| AMERICAN FRONTIERSMAN | |
| Full Page | \$6,200 |
| 2/3 Page | \$4,362 |
| 1/2 Page | \$3,565 |
| 1/3 Page | \$2,684 |
| 1/6 Page | \$1,916 |
| Back Cover | \$7,750 |
| Cover 2 or 3 | \$7,130 |
| Premium* | + 10% |

* Premium includes first 15% of magazine including TOC.
Positions are limited.

2020 RATE CARD

PREMIUM PRINT OPTIONS



24-PAGE MINI-MAG POLYBAGGED

This is a cover to cover separate insert polybagged with our signature titles to give an extra bonus to our subscribers and newsstand readers with an in-depth immersive brand experience unique to your products and services.

| | CIRCULATION | PRICE |
|--|-------------|----------|
| 24-PAGE MINI MAG POLYBAGGED TITLE | | |
| BALLISTIC | 140,000 | \$63,000 |
| SKILLSET | 85,000 | \$38,250 |
| TACTICAL LIFE | 85,000 | \$38,250 |
| COMBAT HANDGUNS | 85,000 | \$38,250 |
| PERSONAL DEFENSE WORLD | 95,000 | \$42,750 |
| AMERICAN FRONTIERSMAN | 180,000 | \$81,000 |

24-PAGE MINI-MAG SPECIFICATIONS

The page size is 8.0 x 10.5.

Binding: Saddle
Stitch/polybagged with book

The paper is 70# coated

Content: Provided by the advertiser.

Minimum Qty: 80,000

Editorial Included

CPM: \$450

BELLY BAND

This is a horizontal wrap around the exterior of the magazine with your brand promotion front and center to get attention at the newsstand and with our loyal subscribers.

| | CIRCULATION | PRICE |
|------------------------|-------------|----------|
| BELLY BAND | | |
| BALLISTIC | 140,000 | \$23,660 |
| SKILLSET | 85,000 | \$14,365 |
| TACTICAL LIFE | 85,000 | \$14,365 |
| COMBAT HANDGUNS | 85,000 | \$14,365 |
| PERSONAL DEFENSE WORLD | 95,000 | \$16,055 |
| AMERICAN FRONTIERSMAN | 180,000 | \$30,420 |

BELLY BAND SPECIFICATIONS

This is for a belly band wrap around the magazine, including 4/C ink on one side.

The belly band size is 17" wide x 5" – 7" high.

The paper is 80# Gloss Coated

Minimum Qty: 80,000

CPM: \$169.00

Note: Dates and issues are subject to change.

Updated 12/11/2020

Note: Dates, rates and issues are subject to change at the discretion of the publisher.

2020 RATE CARD

PREMIUM PRINT OPTIONS



STICKER PAGE

This is a custom, brand enthusiast sticker page for our subscribers and newsstand readers to get an extra bonus and tout your brand on their shooting gear, storage containers, vehicles or anywhere else they may want to stick it.

| | CIRCULATION | PRICE |
|------------------------|-------------|----------|
| STICKER PAGE | | |
| BALLISTIC | 140,000 | \$23,660 |
| SKILLSET | 85,000 | \$14,365 |
| TACTICAL LIFE | 85,000 | \$14,365 |
| COMBAT HANDGUNS | 85,000 | \$14,365 |
| PERSONAL DEFENSE WORLD | 95,000 | \$16,055 |
| AMERICAN FRONTIERSMAN | 180,000 | \$30,420 |

STICKER PAGE SPECIFICATIONS

The page size is 7.375" x 9.125" (includes 1/8" spine grind off & 1/8" foot retrim).

Ink: 2/1 (printer backer)

Stock: 60# Gloss Coated

Coatings: 1 mil Gloss Lamination

Finishing: Kiss Cut, Perf Along 9" Dimension (sheet will be torn out of a perfect bound magazine)

Minimum Qty: 100,000

CPM: \$169.00

TARGET INSERT

This is a folding 8-page custom insert front and back within our signature titles giving our subscribers and newsstand readers an extra treat with a cool target for their use. This can also be tied to a social/digital campaign/contest.

| | CIRCULATION | PRICE |
|---|-------------|----------|
| TARGET – FOLDED 8-PAGE INSERT WITHIN TITLE | | |
| BALLISTIC | 140,000 | \$11,467 |
| SKILLSET | 85,000 | \$6,970 |
| TACTICAL LIFE | 85,000 | \$6,970 |
| COMBAT HANDGUNS | 85,000 | NA |
| PERSONAL DEFENSE WORLD | 95,000 | \$6,970 |
| AMERICAN FRONTIERSMAN | 180,000 | \$14,760 |

TARGET SPECIFICATIONS

This is for an 8 page (front and back), perforated, closed head insert, with 4/C ink on both sides.

The page size is 7.75" x 10.25". Overall size: 15.5" x 20.5".

The paper is 35# Uncoated Groundwood 65B.

It will be folded at the top- the size of the unfolded target will be 15.5" wide x 20.5" long. This insert can only run in perfect bound titles.

Minimum Qty: 80,000

CPM: \$82.00

Note: Dates and issues are subject to change.

| AD NAME | AD SIZE(S) | CPM RATE |
|--|--|----------------------------|
| RUN OF SITE (ROS) - DISPLAY BANNERS | | |
| STANDARD DISPLAY BANNER | 728x90/300x250 | \$12.00 |
| PREMIUM DISPLAY BANNER | 970x90/300x600/970x250 | \$15.00 |
| RICH MEDIA DISPLAY BANNER (:15 video) | 728x90/300x250 | \$22.00 |
| PREMIUM RICH MEDIA DISPLAY BANNER (:15 video) | 970x90/300x600/970x250 | \$25.00 |
| TARGETED DISPLAY BANNERS | | |
| SITE CATEGORY SPONSORSHIPS | 728x90/300x250 | \$18.00 |
| PREMIUM SITE CATEGORY SPONSORSHIPS | 970x90/300x600/970x250 | \$22.00 |
| CONTEXTUAL- KEY WORD(S) | 728x90/300x250 | \$18.00 |
| PREMIUM CONTEXTUAL- KEY WORD(S) | 970x90/300x600/970x250 | \$22.00 |
| RICH MEDIA BANNERS | | |
| RICH MEDIA BANNER (:15 video) | 728x90/300x250 | \$25.00 |
| PREMIUM RICH MEDIA DISPLAY BANNER (:15 video) | 970x90/300x600/970x250 | \$30.00 |
| NATIVE ADS - ADVERTORIAL CONTENT (AO Content creation not included in CPM pricing) | | |
| NATIVE ARTICLE | Headline + Article (Images + Video in Article) | \$35.00 |
| NATIVE VIDEO AD (no article) | Video Ad - will expand to play video | \$35.00 |
| NATIVE AD - CLICK OUT DIRECT | Headline click out to client URL | \$35.00 |
| NATIVE AD CAMPAIGNS WITH AN ARTICLE PAGE INCLUDE THE DISPLAY ADS ON THE ARTICLE PAGE 300x250 &/or 300x600 AS ADDED VALUE | | |
| E-NEWSLETTERS – LIST SIZE | | |
| | EDITORIAL/DEDICATED | EDITORIAL/DEDICATED |
| TACTICAL-LIFE.COM – 240K | 300x250/dedicated full e-mail | \$25.00/\$35.00 |
| BALLISTICMAG.COM – 200K | 300x250/dedicated full e-mail | \$25.00/\$35.00 |
| PERSONALDEFENSEWORLD.COM – 175K | 300x250/dedicated full e-mail | \$25.00/\$35.00 |
| SKILLSETMAG.COM – 75K | 300x250/dedicated full e-mail | \$25.00/\$35.00 |

STANDARD & PREMIUM AD UNIT SIZES:
STANDARD: 728x90 = LEADERBOARD | 300x250 = MEDIUM RECTANGLE

PREMIUM: 300x600 = FILMSTRIP | 970x90 = SUPER LEADERBOARD | 970x250 BILLBOARD

MOBILE AD UNIT SIZES: 300x250 = MEDIUM RECTANGLE

Note: Digital ad creative is due by the client 1 week prior to the start of a campaign. Any changes to orders must occur at least 30 days prior to the campaign start date. E-newsletters will be charged in full if creative is not received on-time.

AD FORMATS

- Combat Handguns
- Personal Defense World
- Guns of the Old West
- Tactical Life
- Survivor's Edge
- The New Pioneer
- American Frontiersman
- Complete Book of Reloading

FILE SUBMISSION SITE

- To join go to:
<http://athlonoutdoors.sendmyad.com>
 - When establishing an account, please observe the minimum requirements to avoid processing errors.
1. Create an account if not already established.
 2. Choose publication: i.e. Survivor's Edge
 3. Choose the issue: i.e. #193 or Summer 2018

FILE FORMATS:

Preferred format: PDF/X-1A

FILE RESOLUTION REQUIREMENTS:

- PDF/X-1A
- 300 dpi/2400 dpi for Line Work

LIVE MATTER REQUIREMENTS:

- Set the offset setting to .167 when creating PDF/X-1A files so the standard trim, bleed and center marks are included but not in the "live" image area or "bleed" area.
- Single-page ads should be built to 100% trim size with the marks & bleeds option turned on. If ad bleeds, extend bleed a

minimum of 1/8" beyond trim. Keep live matter in a minimum of 1/4" inside trim dimensions.

- Partial page ads should be built to 100% of their actual trim size with the marks & bleeds option turned on. If ad bleeds, extend bleed a minimum of 1/8" beyond trim. Keep live matter a minimum of 1/4" inside trim dimensions.
- All non-bleed ads should be built to 100% of the non-bleed specs.
- All Bleed Ads: Keep live matter a minimum of 3/8" inside the bleed dimensions on all four sides.
- Spread Ads: Keep live matter 1/4" away from either side of center or 1/2" total across the gutter. For spread ads with a headline crossing over the gutter, contact production department if the visual spacing between words or letter is critical.

FILE SPECIFICATIONS & GENERAL GUIDELINES:

- Files must be prepared to Athlon Outdoors' published specs, and in accordance with SWOP 2013 specifications. If the above

guidelines are not met, the color quality of print reproduction may vary.

- Do not apply style attributes to basic fonts.
- Include and/or embed all fonts, images scans, logos and artwork.
- On 4/C ads, Pantone colors, other spot colors, and non-CMYK elements must be converted to CMYK.
- Four-color solids should not exceed SWOP density of 300%.
- To create a rich black, use 100% K and 60% C.
- Color type, reverse type and/or line art should not be less than .007 at the thinnest part of the character. Single color type should be no less than .004 at the thinnest part of the character.
- To avoid low-res (soft type) or 4/c black type, type should be built in InDesign or Illustrator and not within Photoshop.
- Reverse type should use a dominant color (usually 70% or more) for the shape of the letters. Where practical and not detrimental to the appearance of the job, make the type in the subordinate colors slightly larger to minimize register problems on the production press.
- All supplied materials intended for use in Athlon Outdoors publications must be properly trapped.
- Athlon Outdoors will no longer require color proofs.

PRODUCTION CONTACTS:

- Shashika Baldwin
Vice President Production
sbaldwin@athlonmediagroup.com
(212) 478-1921
- Stephen de Francesco Production Manager
sdefrancesco@athlonmediagroup.com
(212) 478-1965

| SPACE | BLEED | TRIM | LIVE AREA |
|----------------------------|-----------------|-------------|-----------------|
| Two Page Spread | 16.25" x 10.75" | 16" x 10.5" | 15" x 10" |
| Full Page/Cover | 8.25" x 10.75" | 8" x 10.5" | 7" x 10" |
| 2/3 Page (Vertical) | N/A | N/A | 4.625" x 10" |
| 1/2 Page (Vertical) | N/A | N/A | 3.5" x 10" |
| 1/2 Page (Horizontal) | N/A | N/A | 7" x 4.75" |
| 1/2 Page Island | N/A | N/A | 4.625" x 7" |
| 1/2 Page Horizontal Spread | 16.25" x 5.5" | 16" x 5.25" | 15.5" x 4.75" |
| 1/3 Page (Vertical) | N/A | N/A | 2.25" x 10" |
| 1/3 Page (Horizontal) | N/A | N/A | 7" x 3.25" |
| 1/3 Page Square | N/A | N/A | 5.25" x 5.5" |
| 1/6 Page (Vertical) | N/A | N/A | 2.25" x 4.875" |
| 1/6 Page (Horizontal) | N/A | N/A | 4.625" x 2.375" |

AD FORMATS

- Ballistic
- Ballistic Precision
- Ballistic's Best
- Skillset

FILE SUBMISSION SITE

- To join go to:
<http://athlonoutdoors.sendmyad.com>
 - When establishing an account, please observe the minimum requirements to avoid processing errors.
1. Create an account if not already established.
 2. Choose publication: i.e. Ballistic
 3. Choose the issue: i.e. #193 or Summer 2018

FILE FORMATS:

Preferred format: PDF/X-1A

FILE RESOLUTION REQUIREMENTS:

- PDF/X-1A
- 300 dpi/2400 dpi for Line Work

LIVE MATTER REQUIREMENTS:

- Set the offset setting to .167 when creating PDF/X-1A files so the standard trim, bleed and center marks are included but not in the "live" image area or "bleed" area.
- Single-page ads should be built to 100% trim size with the marks & bleeds option turned on. If ad bleeds, extend bleed a minimum of 1/8" beyond trim. Keep live matter in a minimum of 1/4" inside trim dimensions.
- Partial page ads should be built to 100% of their actual trim size with the marks & bleeds option turned on. If ad bleeds,

extend bleed a minimum of 1/8" beyond trim. Keep live matter a minimum of 1/4" inside trim dimensions.

- All non-bleed ads should be built to 100% of the non-bleed specs.
- All Bleed Ads: Keep live matter a minimum of 3/8" inside the bleed dimensions on all four sides.
- Spread Ads: Keep live matter 1/4" away from either side of center or 1/2" total across the gutter. For spread ads with a headline crossing over the gutter, contact production department if the visual spacing between words or letter is critical.

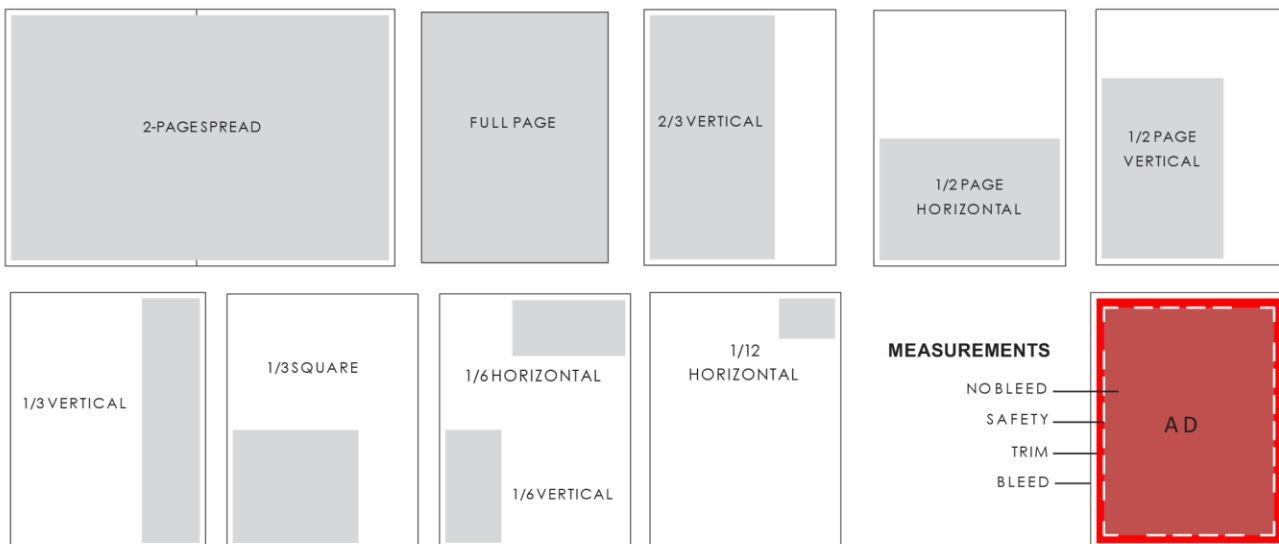
FILE SPECIFICATIONS & GENERAL GUIDELINES:

- Files must be prepared to Athlon Outdoors' published specs, and in accordance with SWOP 2013 specifications. If the above guidelines are not met, the color quality of print reproduction may vary.
- Do not apply style attributes to basic fonts.
- Include and/or embed all fonts, images scans, logos and artwork.
- On 4/C ads, Pantone colors, other spot colors, and non-CMYK elements must be converted to CMYK.
- Four color solids should not exceed SWOP density of 300%.
- To create a rich black, use 100% K and 60% C.

- Color type, reverse type and/or line art should not be less than .007 at the thinnest part of the character. Single color type should be no less than .004 at the thinnest part of the character.
- To avoid low-res (soft type) or 4/c black type, type should be built in InDesign or Illustrator and not within Photoshop.
- Reverse type should use a dominant color (usually 70% or more) for the shape of the letters. Where practical and not detrimental to the appearance of the job, make the type in the subordinate colors slightly larger to minimize register problems on the production press.
- All supplied materials intended for use in Athlon Outdoors publications must be properly trapped.
- Athlon Outdoors will no longer require color proofs.

PRODUCTION CONTACTS:

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| SPECS | 2-PG SPREAD | FULL PAGE | 2/3 VERTICAL | 1/2 HORIZONTAL | 1/2 VERTICAL | 1/3 VERTICAL | 1/3 SQUARE | 1/6 VERTICAL | 1/6 HORIZONTAL |
|------------------|----------------|---------------|--------------|----------------|---------------|----------------|---------------|-----------------|----------------|
| NON-BLEED | 17x 9.875 | 8 x 9.875 | 5.25 x 9.875 | 8 x 4.8125 | 5.25 x 7.5625 | 2.5625 x 9.875 | 5.25 x 4.8125 | 2.5625 x 4.8125 | 5.25 x 2.3125 |
| BLEED | 18.25 x 11.125 | 9.25 x 11.125 | — | — | — | — | — | — | — |
| TRIM | 18x 10.875 | 9 x 10.875 | — | — | — | — | — | — | — |
| SAFETY | 17.5x 10.375 | 8.5 x 10.375 | — | — | — | — | — | — | — |