

# HEARST DIRECT MEDIA

PM MARKETPLACE

SPACE	MECHANICAL SPECIFICATIONS	RATES
1"	2"w X 1"h	\$2,790
2"	2"w X 2"h	\$5,230
1/12"	2"w x 2 <sup>1</sup> / <sub>4</sub> "h [2"w x 2.25"h]	\$6,460
1/6V	2"w x 4 <sup>5</sup> / <sub>8</sub> "h [2"w x 4.625"h]	\$12,310
1/6H	4 <sup>1</sup> / <sub>4</sub> "w x 2 <sup>1</sup> / <sub>4</sub> "h [4.25"w x 2.25"h]	\$12,310
1/3S	4 <sup>1</sup> / <sub>4</sub> "w x 4 <sup>5</sup> / <sub>8</sub> "h [4.25"w x 4.625"h]	\$23,635
1/3V	2"w x 9 <sup>1</sup> / <sub>2</sub> "h [2"w x 9.5"h]	\$23,635

## EFFECTIVE

MARCH/APRIL 2020

## CIRCULATION

985,000

NOTE: All rates are gross

For complete advertising specifications, and to submit YOUR ADS ELECTRONICALLY, GO TO [HTTP://ADS.HEARST.COM](http://ads.hearst.com)

For material extensions or questions, please contact TALINA BUJDUD CERVANTES AT 414-622-2889 OR [TBUJDUDCERVA@QG.COM](mailto:TBUJDUDCERVA@QG.COM)

For the full terms and conditions please refer to General Conditions within the Popular Mechanics media kit at [WWW.POPULARMECHANICSMEDIAKIT.COM](http://www.popularmechanicsmediakit.com)

REQUIRED FILE FORMAT: PDFX1-a File

RESOLUTION: All color and grayscale photos: 300 dpi or better [save all color art in CMYK mode]

BLACK AND WHITE ART: 1200 dpi or better

INK COVERAGE: Maximum coverage 320%

RICH BLACK: Avoid using rich black in small text [under 15 pt.]

SPOT COLORS: No spot colors [pantone] should be used.

For more information, please contact BRAD GETTELFINGER AT 212-649-4204 OR [BGETTELFINGER@HEARST.COM](mailto:BGETTELFINGER@HEARST.COM)

**POPULAR  
MECHANICS**