

HEARST DIRECT MEDIA

PM MARKETPLACE

SPACE	MECHANICAL SPECIFICATIONS (WIDTH X HEIGHT)	RATES
1"	2" X 1"	\$2,790
2"	2" X 2"	\$5,230
1/12"	2" X 2 1/4" (2" X 2.25")	\$6,460
1/6V	2" X 4 5/8" (2" X 4.625")	\$12,310
1/6H	4 1/4" X 2 1/4" (4.25" X 2.25")	\$12,310
1/3S	4 1/4" X 4 5/8" (4.25" X 4.625")	\$23,635
1/3V	2" X 9 1/2" (2" X 9.5")	\$23,635

EFFECTIVE

MARCH / APRIL 2021 ISSUE

CIRCULATION

800,000

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 **JOB HERNANDEZ AT 414-622-2815 OR JTHELANDEZQ@QUAD.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**

POPULAR MECHANICS