

# 2025 HFM Rate Card & Ad Specifications

## Net Rates

4-COLOR	1-2	3-4	5-6
Full Page	\$6,615	\$6,417	\$5,841
2/3 Page	\$4,811	\$4,667	\$4,523
1/2 Page*	\$3,974	\$3,852	\$3,740
1/3 Page*	\$2,898	\$2,813	\$2,723
1/4 Page	\$2,340	\$2,268	\$2,201
1/6 Page	\$1,737	\$1,683	\$1,634

\*Please specify ad orientation for 1/2 and 1/3 page ads.

## Ad Specifications

AD SIZE	DIMENSIONS
Full Page (Non-bleed)	8" x 10.75"
Full Page (Bleed)	8.25" x 11"
Two-page Spread (Non bleed)	16" x 10.75"
Two-page Spread (Bleed)	16.25" x 11"
2/3 Page	4.5" x 9.5"
1/2 Page Island	4.5" x 7.5"
1/2 Page Vertical	3.375" x 9.5"
1/2 Page Horizontal	7" x 4.875"
1/3 Page Vertical	2.1875" x 9.5"
1/3 Page Horizontal	4.5" x 4.875"
1/4 Page	3.375" x 4.875"
1/6 Page	2.1875" x 4.875"

Additional options available upon request.

## Cover Tip-Ons

TYPE	1x
Cover Tip-On (includes printing)	\$9,750

Additional options available upon request.

## 2-Sided Tear-Out Insert

TYPE	1x
2-Sided Tear-Out Insert (includes printing)	\$10,000

Advertisers are required to provide preprinted material for outserts and inserts (not belly bands). Printing services are available for an additional fee. Please contact Hanna Vedder ([hvedder@smithbucklin.com](mailto:hvedder@smithbucklin.com)) for a quote, artwork specifications, and delivery instructions.

## Premium Positions & Rates

(in addition to 4-color earned rate)

Back Cover	+15%
Inside Front Cover	+10%
Inside Back Cover	+10%
Opposite TOC	+10%
Position Guarantee	+15%

## Mechanical Requirements

**Trim size:** 8" x 10.75"

**Spread trim size:** 16" x 10.75"

**Live matter:** 0.5" from trim/gutter (7.5" x 10.25")

**Printing:** Web Offset | **Binding:** Saddle-stitched

- High-resolution PDF is required. PDF/X1-a (2001) is the preferred file format sized to 100% of mechanical requirements, with 0.125" bleeds on all sides for full-page and spread ads.
- Downsample color and grayscale images to 250 ppi for all images over 250 ppi.
- Full-page files are to be cropped at the bleed edge. Do not include color bars, page information, or registration when distilling the final PDF. Fractional ads do not need bleeds and crop marks.
- Only CMYK files are accepted for publication. Files using RGB and PMS colors will be rejected and returned for revision.
- ASHE reserves the right to decline or remove any ads. The publisher is not responsible for errors due to low-resolution images or improper file preparation, and assumes all supplied advertising files will reproduce in a satisfactory manner. The advertiser, or its agency, will be notified if materials do not pass preflight, and corrective action is required. Revisions and proofs are subject to additional fees. Please inquire for additional information.

## Ad Submission

Please send ad materials via [WeTransfer.com](https://www.wetransfer.com) or email to Hanna Vedder at [hvedder@smithbucklin.com](mailto:hvedder@smithbucklin.com).