

# production

## SPECIFICATIONS & GUIDELINES

### MAGAZINE SPECS

Trim Size: 8" x 10<sup>7</sup>/<sub>8</sub>"

Live Area: 7<sup>1</sup>/<sub>4</sub> x 10<sup>1</sup>/<sub>8</sub>

Bleed Size: 8<sup>3</sup>/<sub>4</sub>" x 11<sup>1</sup>/<sub>8</sub>"

Page is 3 columns; each 2<sup>1</sup>/<sub>4</sub>" wide; 140 lines deep

### BINDING

Perfect, head to foot

### FILE TYPE

PDF/X-1a is the accepted format.

High-resolution images and fonts must be included when the PDF file is generated.

File may contain both raster and vector data.

Images must be SWOP (CMYK) TIFF or EPS format at 300 DPI.

### HARD COPY PROOFS

All proofs must be an offset press proof made to SWOP specifications, or an off-press proof made according to the manufacturer's SWOP Application Data Sheet using a SWOP Certified Proofing System.

- All proofs must contain a color control bar in order to be considered an acceptable SWOP proof and be clearly marked with available job information and proofing system identification.
- All color proofs should be exact register and at 100% of final size.

**THE PUBLISHER CANNOT BE HELD RESPONSIBLE FOR THE REPRODUCTION QUALITY IF THE PROOFING REQUIREMENTS ARE NOT MET OR IF MATERIALS ARE SUBMITTED PAST CLOSING DATE. IF THE SUPPLIED PROOF IS NOT SWOP COMPLIANT AND/OR IS UNACCEPTABLE FOR PRESS-SIDE COLOR GUIDANCE, THE CUSTOMER WILL BE NOTIFIED AND A NEW PROOF WILL BE REQUESTED.**

### FILE SUBMISSION

**PDF via EMAIL** Please email your PDF to [alan.biederman@weightwatchers.com](mailto:alan.biederman@weightwatchers.com)

**PDF via FTP upload** To upload via FTP, contact Alan Biederman at [alan.biederman@weightwatchers.com](mailto:alan.biederman@weightwatchers.com) for instructions.

Please send a SWOP color proof to:

**Alan Biederman, Production Mgr.**

Weight Watchers Magazine

675 Avenue of the Americas, 6th Floor

New York, NY 10010

### PRINTING PROCESS

Specifications for Web Offset Publications (SWOP) will apply.

B/W, 2C Density: Maximum 160%, 2nd color not to exceed 85%

4C Density: Maximum 300%

### ADVERTISING PREPARATION CHARGES

Billed at Publisher's cost +10%. Copy, layout and other necessary printing material must be received by Publisher on or before issue closing date. All advertising materials will be discarded 12 months after the issue date unless notified to the contrary.

### PRODUCTION QUESTIONS

Alan Biederman, Production Mgr. **T:** 646.896.9521 [alan.biederman@weightwatchers.com](mailto:alan.biederman@weightwatchers.com)

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## PRINT ADVERTISING UNIT SIZES

SHADED AREA INDICATES PRINT ADVERTISING UNITS

### FULL SPREAD



**TRIM:** 16 x 10<sup>7</sup>/<sub>8</sub>" high  
**NON BLEED:** 15 x 10" high  
**BLEED:** 16<sup>1</sup>/<sub>2</sub> x 11<sup>1</sup>/<sub>8</sub>" high

### FULL PAGE



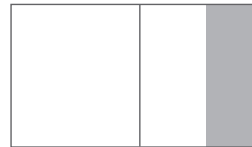
**TRIM:** 8 x 10<sup>7</sup>/<sub>8</sub>" high  
**NON BLEED:** 7 x 10" high  
**BLEED:** 8<sup>1</sup>/<sub>4</sub> x 11<sup>1</sup>/<sub>8</sub>" high

### <sup>2</sup>/<sub>3</sub> VERTICAL



**TRIM:** 5<sup>1</sup>/<sub>16</sub> x 10<sup>7</sup>/<sub>8</sub>" high  
**NON BLEED:** 4<sup>5</sup>/<sub>8</sub> x 10" high  
**BLEED:** 5<sup>5</sup>/<sub>16</sub> x 11<sup>1</sup>/<sub>8</sub>" high

### <sup>1</sup>/<sub>2</sub> VERTICAL



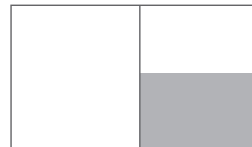
**TRIM:** 3<sup>7</sup>/<sub>8</sub> x 10<sup>7</sup>/<sub>8</sub>" high  
**NON BLEED:** 3<sup>1</sup>/<sub>2</sub> x 10" high  
**BLEED:** 4<sup>1</sup>/<sub>8</sub> x 11<sup>1</sup>/<sub>8</sub>" high

### <sup>2</sup>/<sub>3</sub> HORIZONTAL



**TRIM:** 8 x 6<sup>5</sup>/<sub>16</sub>" high  
**NON BLEED:** 7 x 6<sup>1</sup>/<sub>16</sub>" high  
**BLEED:** 8<sup>1</sup>/<sub>4</sub> x 7<sup>3</sup>/<sub>16</sub>" high

### <sup>1</sup>/<sub>2</sub> HORIZONTAL



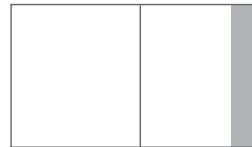
**TRIM:** 8 x 5<sup>1</sup>/<sub>2</sub>" high  
**NON BLEED:** 7 x 5" high  
**BLEED:** 8<sup>1</sup>/<sub>4</sub> x 5<sup>3</sup>/<sub>4</sub>" high

### <sup>1</sup>/<sub>2</sub> PAGE SPREAD



**TRIM:** 16 x 5<sup>3</sup>/<sub>8</sub>" high  
**NON BLEED:** 15 x 5" high  
**BLEED:** 16<sup>1</sup>/<sub>2</sub> x 5<sup>5</sup>/<sub>8</sub>" high

### <sup>2</sup>/<sub>3</sub> VERTICAL



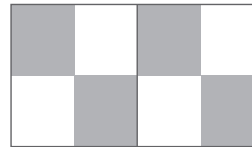
**TRIM:** 2<sup>3</sup>/<sub>4</sub> x 10<sup>7</sup>/<sub>8</sub>" high  
**NON BLEED:** 2<sup>1</sup>/<sub>4</sub> x 10" high  
**BLEED:** 3 x 11<sup>1</sup>/<sub>8</sub>" high

### <sup>2</sup>/<sub>3</sub> SQUARE



**TRIM:** 4<sup>7</sup>/<sub>8</sub> x 5<sup>3</sup>/<sub>8</sub>" high  
**NON BLEED:** 4<sup>5</sup>/<sub>8</sub> x 5" high  
**BLEED:** 5<sup>1</sup>/<sub>8</sub> x 5<sup>5</sup>/<sub>8</sub>" high

### CHECKERBOARD SPREAD



**TRIM:** 4 x 5<sup>3</sup>/<sub>8</sub>" high (each unit)  
**NON BLEED:** N/A  
**BLEED:** 4<sup>1</sup>/<sub>4</sub> x 5<sup>5</sup>/<sub>8</sub>" high (each unit)

### <sup>1</sup>/<sub>2</sub> PAGE DIGEST



**TRIM:** 4<sup>7</sup>/<sub>8</sub> x 6<sup>3</sup>/<sub>4</sub>" high  
**NON BLEED:** 4<sup>5</sup>/<sub>8</sub> x 6<sup>1</sup>/<sub>2</sub>" high  
**BLEED:** 5<sup>1</sup>/<sub>8</sub> x 7" high

**FOR MORE INFORMATION,**  
 contact your Weight Watchers  
 Sales Executive for details

# digital magazine



Zinio, Texture, & Google Play Newsstand



Barnes & Noble Nook



Amazon Kindle Fire

## DETAILS

- Frequency: 6x a year
- Not included with a print subscription
- Available per issue or annually
- Cost: \$2.99 per issue; \$12.00 per year
- Compliant with AAM replica edition guidelines
- AAM Audited
- Static editorial – Exact PDF replica of print edition; no enhancements
- Digital edition contains 100% of print edit content; not unique content
- Only Zinio can link to an external browser
- Advertisers have opportunity to be included in digital edition without additional costs
- All advertiser ad units are included (full-page and fractional)
- Advertisers need to “OPT OUT” in order to not be included in digital edition
- Does not include inserts or other custom ad units
- Advertisers can activate a URL in ad at no additional cost on Zinio
- Advertiser URLs cannot be activated in ad units on Barnes & Noble Nook, Amazon Kindle Fire, Google Play Newsstand, and Texture
- Guaranteed ad placement/editorial adjacencies
- Guaranteed avoidance of negative/inappropriate edit
- Category exclusivity cannot be guaranteed
- Ad running order cannot be guaranteed
- Competitive separation cannot be guaranteed
- Print creative is used for digital edition
- Material close date for digital edition is same as print edition