

production

SPECIFICATIONS & GUIDELINES

MAGAZINE SPECS

Trim Size: 8" x 10⁷/₈"

Live Area: 7¹/₄ x 10¹/₈"

Bleed Size: 8³/₄" x 11¹/₈"

Page is 3 columns; each 2¹/₄" 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

PDF via FTP upload To upload via FTP, contact Alan Biederman at alan.biederman@weightwatchers.com for instructions.

Please send a SWOP color proof to:

Alan Biederman, Production Mgr.

WW 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

TRADEMARK LANGUAGE ADDENDUM No right, property, license, permission, or interest of any kind in or to the use of any trademark, trade name, color combination, insignia, or device owned or used by Weight Watchers is intended to be given or transferred to or acquired by PURESOURCE by the execution or performance of this Agreement or any part thereof.

This Agreement shall not be construed to authorize you or your agents to use any of the logos, trademarks, and copyrights belonging to Weight Watchers International, Inc. in any advertising, packaging, public relations and promotional materials, or any other manner, exclusive of this Program. By advertising in WW magazine, you agree that Weight Watchers, the sole owner of the Weight Watchers name and marks (including SmartPoints® values), has not endorsed or authorized in any way your product or service and you agree that you will not use the Weight Watchers trademark to wrongfully suggest any such endorsement.

This Agreement shall not be construed to authorize you or your agents to use SmartPoints® values in any advertising, public relations and promotional materials, on your website or any website under your control, on packaging, or given out to consumers over any consumer information line under your control, or in any other manner. Weight Watchers may seek injunctive relief, after giving you notice, in a court of competent jurisdiction for a violation of this paragraph. Weight Watchers need not allege or prove that Weight Watchers has no adequate remedy at law. The right of injunction provided in this paragraph is in addition to any other legal remedy which Weight Watchers has.



production

PRINT ADVERTISING UNIT SIZES

SHADED AREA INDICATES PRINT ADVERTISING UNITS

FULL SPREAD



TRIM: 16 x 10⁷/₈" high
NON BLEED: 15 x 10" high
BLEED: 16¹/₂ x 11¹/₈" high

FULL PAGE



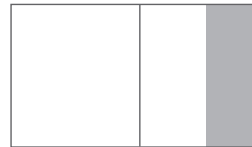
TRIM: 8 x 10⁷/₈" high
NON BLEED: 7 x 10" high
BLEED: 8¹/₄ x 11¹/₈" high

²/₃ VERTICAL



TRIM: 5¹/₁₆ x 10⁷/₈" high
NON BLEED: 4⁵/₈ x 10" high
BLEED: 5⁵/₁₆ x 11¹/₈" high

¹/₂ VERTICAL



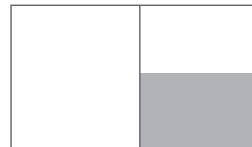
TRIM: 3⁷/₈ x 10⁷/₈" high
NON BLEED: 3¹/₂ x 10" high
BLEED: 4¹/₈ x 11¹/₈" high

²/₃ HORIZONTAL



TRIM: 8 x 6⁵/₁₆" high
NON BLEED: 7 x 6¹/₁₆" high
BLEED: 8¹/₄ x 7³/₁₆" high

¹/₂ HORIZONTAL



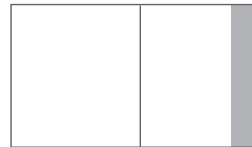
TRIM: 8 x 5¹/₂" high
NON BLEED: 7 x 5" high
BLEED: 8¹/₄ x 5³/₄" high

¹/₂ PAGE SPREAD



TRIM: 16 x 5³/₈" high
NON BLEED: 15 x 5" high
BLEED: 16¹/₂ x 5⁵/₈" high

²/₃ VERTICAL



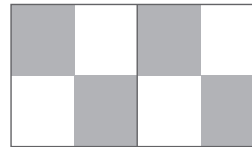
TRIM: 2³/₄ x 10⁷/₈" high
NON BLEED: 2¹/₄ x 10" high
BLEED: 3 x 11¹/₈" high

²/₃ SQUARE



TRIM: 4⁷/₈ x 5³/₈" high
NON BLEED: 4⁵/₈ x 5" high
BLEED: 5¹/₈ x 5⁵/₈" high

CHECKERBOARD SPREAD



TRIM: 4 x 5³/₈" high (each unit)
NON BLEED: N/A
BLEED: 4¹/₄ x 5⁵/₈" high (each unit)

¹/₂ PAGE DIGEST



TRIM: 4⁷/₈ x 6³/₄" high
NON BLEED: 4⁵/₈ x 6¹/₂" high
BLEED: 5¹/₈ x 7" high

**CONTACT YOUR WW REPRESENTATIVE
FOR MORE INFORMATION.**



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

