

RUNNER'S WORLD

2024 PRODUCTION SCHEDULE

PRODUCTION DATES

ISSUE	CLOSE	ON-SALE
SPRING	01/22/24	03/05/24
SUMMER	04/22/24	06/04/24
FALL	07/22/24	09/03/24
WINTER	10/21/24	12/03/24

Close date represents deadline for insertion order and creative. Production dates subject to change.

PRINT PRODUCTION SPECS

MAGAZINE TRIM SIZE: 8.875" X 10.875"

AD SIZE	BLEED	TRIM SIZE	LIVE/NON-BLEED
Full Page	9 1/8" X 11 1/8"	8 7/8" X 10 7/8"	8 3/8" X 10 3/8"
Spread	18" X 11 1/8"	17 3/4" X 10 7/8"	7 1/4" X 10 3/8"
1/2 Page Horizontal	1 1/8" X 5 1/2"	8 7/8" X 5 1/4"	8 3/8" X 4 3/4"
1/2 Page Horizontal Spread	18" X 5 1/2"	7 3/4" X 5 1/4"	17 1/4" X 4 3/4"
2/3 Page Vertical	5 3/4" X 11 1/8"	5 1/2" X 10 7/8"	5" X 10 3/8"
1/3 Page Vertical	3 1/8" X 11 1/8"	2 7/8" X 10 7/8"	2 3/8" X 10 3/8"

MATERIALS

Electronic advertising file delivery available at www.adshuttle.com/hearst. Please do not send back up file on disk after posting to AdShuttle. E-mailing files is not acceptable.

PROOFS

Hearst utilizes Virtual Proofing technology for all titles. Hard copy guidance is no longer required.

ACCEPTED FILE FORMAT

PDF/X-1a:2001 - version 1.3

GENERAL FILE REQUIREMENTS

File to contain only 1 page or 1 spread. The page size must be consistent from page to page. Pages must be created to include bleed when required. All required trapping should be done prior to creating the file. Include quality control patch (color bars) within maximum dimension of ad file. All marks (trim, bleed, center) should be included in all colors.

PDF/X-1a:2001 FILE REQUIREMENTS

File must be PDF/X-1a:2001 - version 1.3 Compliant. Scanned images must be high resolution (300 dpi), CMYK (no spot colors, RGB, LAB, or ICC color profiles), and saved in TIFF or EPS format. All fonts must be included and be Type 1 or 3 (no TrueType).

DIGITAL EDITIONS

National print advertisers are automatically opted in to all digital editions. Should an advertiser wish to opt out, it should be noted on their Insertion Order. No new materials are required for digital editions. For all standard units, we will utilize the original supplied files straight from print.

CONTACT INFO

Any questions regarding ad specs and material due dates, contact:

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Any questions regarding inserts or BRCs, contact:

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