

WSJ.

THE WALL STREET JOURNAL MAGAZINE

SPECIFICATIONS

Rates and production information are available on request for: supplied inserts, gatefolds, scent strips, special matched fifth colors and Europe and Asia special units.

TRIM: 9" x 10.875"
228.6mm x 276.225mm

BLEED: 9.25" x 11.125"
234.95mm x 282.575mm

LINE SCREEN: 150

BINDING

US - Perfect Bound
EU/AS - Saddle Stitch

SAFETY: All live matter must be kept 1/4" inside dimensions on all four sides.

(WSJ. Magazine will not be responsible for any live matter placed outside the safety)

FULL PAGE

Trim: 9" x 10.875"
Bleed: 9.25" x 11.125"

Non-bleed: 8" x 9.875"
(centered within the 9" x 10.875" trim)

COVER GATEFOLD

INSIDE COVER PAGE

Trim: 8.75" x 10.875"
Bleed: 9" x 11.125"

Non-bleed: 8" x 9.875"

GATE LEAF PAGES

Trim: 8.375" x 10.875"
Bleed: 8.625" x 11.125"

Non-bleed: 7.375" x 9.875"

* For Page 1 ads accompanying a cover gatefold, the Page 1 creative must have a 1/2" white border on the face edge. Ad cannot have full bleed on this side.



SPREAD

Trim: 18" x 10.875"
Bleed: 18.25" x 11.125"
Non-bleed: 17" x 9.875"

0.25" gutter safety

* Spread materials must be supplied as two individual pieces. Please do not send one piece for a two page spread.

* Critical creative visual should not be positioned in the direct center of the spread, as image loss in the gutter will occur.

REQUIRED MATERIALS

The following format only: PDF/X1a
Native application files not accepted.
Follow SWOP specifications for material.

Total dot density of 300.

SWOP specifications guidelines are available at <https://idealliance.org/specifications/swop/>

MATERIAL SUBMISSION

Preferred Method: via Internet
at <https://epic.dowjones.com>

PDF/X1A MUST MEET THE FOLLOWING SPECIFICATIONS:
All fonts and images are embedded.
All elements are encoded as CMYK.
Do not use Pantone colors.

They may not be encoded as three-art color spaces such as RGB or CIE Lab.
The MediaBox and TrimBox or ArtBox are defined.

Trap must be indicated as on or off, alerting the printer to the condition of the document.

The printing condition characterized (such as SWOP) through use of an output condition identifier.

PDF/X1a resolves many issues associated with basic PDF as a format for file exchange.

WHAT IS PDF/X-1A?

PDF/X-1a is a subset of Adobe's Portable Document Format (PDF). PDF/X1a stands for PDF eXchange 1a. The "1" means that it is a blind exchange document—all fonts and images are embedded and "a" is the variant of PDF/X1 that was ISO accredited; ISO Standard: ISO 15930-1:2001.

ADDITIONAL PRODUCTION INFO:

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