

# mini FASHION

FOR ADVERTISING INFORMATION  
 contact your IMG Publications  
 Ad Sales Representative, or contact:  
 Lee Rosenbaum/ VP Publishing  
 t: 646.871.2442 c: 646.712.3345  
 e: Lee.Rosenbaum@imgworld.com

2009  
 ALL RATES ARE NET

CIRCULATION: 45,000

ADVERTISING UNITS	0-2 Pages	3-4 Pages	5-6 Pages
Page	\$8,316	\$8,108	\$7,900
Spread	\$16,632	\$16,216	\$15,800

Please note: Additional discounts apply to advertising schedules which total seven (7.0) pages or more. Contact your IMG Publications ad sales representative for this information.

COVER UNITS	0-2 Pages	3-4 Pages	5-6 Pages
Cover 2/Page 1 (30% premium)	\$21,622	\$21,081	\$20,541
Cover 3 (20% premium)	\$10,811	\$10,541	\$10,270
Cover 4 (50% premium)	\$12,474	\$12,162	\$11,850

GATEFOLD UNITS	SPACE COST	PROD. COST	TOTAL COST
C2/P1--3 Page Gatefold	\$31,621	\$7,500	\$39,121
C2/P1--4 Page Gatefold	\$42,162	\$7,500	\$49,662

Please note: These rates apply to C2/P1 gatefolds only. For run-of-book (ROB) gatefold pricing, contact your IMG Publications ad sales representative.

INSERTS	SPACE COST
1 Page/2 Sided	\$8,316
2 Page/4 Sided	\$16,632
Polybag	\$12,474

Please note: Production costs on these and other insert units will be determined on an individual case basis upon supplied submission of actual insert to your IMG Publications ad sales representative.



AD SPECS Trim Size 6-3/4" X 9" Spread Trim 13-1/2" X 9"

page	BLEED	NON-BLEED
Full page	7-1/8" X 9-3/8"	6-1/4" X 8-1/2"
Spread	14-1/4" X 9-3/8"	13" X 8-1/2"

**MATERIAL SPECS:**

- All type and live matter must be kept at least 1/4" from trim
- Ads should be supplied on a disc with a 4-color proof; disc must include all fonts
- No True Type of stylized fonts (we can not accept ads via email)
- PDF files must be composite files (all four colors on one page); no PMS colors
- Resolution should be 300dpi, 150 line screen

