

MECHANICAL SPECIFICATIONS

Virtuoso Life is a CONSUMER publication; no trade ads please. Advertising from travel providers (cruise lines, hotels, resorts and tour companies) may not include the company's contact information. The call-to-action must refer readers to their Virtuoso travel advisor.

ADVERTISING PAGE DIMENSIONS

Book trim: 9 inches x 10.875 inches; Perfect Bound; Web offset; Line Screen 175

BLEED (width x depth)		BLEED	TRIM	LIVE
2-page spread*	<i>Inches</i>	18.25 x 11.125	18.00 x 10.875	17.50 x 10.375
	<i>Millimeters</i>	463.55 x 285.75	456.79 x 275.92	444.50 x 263.52
1 full page	<i>Inches</i>	9.25 x 11.125	9.00 x 10.875	8.50 x 10.375
	<i>Millimeters</i>	231.51 x 282.57	228.60 x 276.22	216.90 x 263.52
1/2-page horizontal**	<i>Inches</i>	9.25 x 5.385	9.00 x 5.312	8.50 x 4.562
	<i>Millimeters</i>	231.66 x 136.79	228.60 x 134.92	209.55 x 115.88
2/3 vertical**	<i>Inches</i>	5.523 x 11.125	5.487 x 10.875	4.75 x 10.125
	<i>Millimeters</i>	140.29 x 282.57	139.7 x 276.22	120.65 x 257.17
1/3 vertical**	<i>Inches</i>	2.91 x 11.125	2.875 x 10.875	2.375 x 10.125
	<i>Millimeters</i>	73.91 x 282.57	73.02 x 276.22	57.15 x 257.17

NON-BLEED (width x depth)	INCHES	MILLIMETERS
2-page spread*	17.50 x 10.375	444.50 x 263.52
1 full page	8.50 x 10.375	216.90 x 263.52
1/2-page horizontal	8.50 x 5.00	216.90 x 127.00
2/3 vertical	5.154 x 10.375	130.92 x 263.52
1/3 vertical	2.537 x 10.375	64.44 x 263.52
1/3 square	5.125 x 5.00	130.17 x 127.00

*Spreads: For spreads bleeding across gutter, allow no safety for photographs. Please do not mirror image in gutter. For body copy, allow .375" (10 mm) on each side of the gutter. For headlines, split copy at gutter between words or letters, and allow .375" safety on each side of the gutter.

**Fractional Bleed Ads: .125" (3 mm) trimmed off all sides for balance.

DIGITAL SPECIFICATIONS

Virtuoso Life magazine runs to SWOP standards. A color MATCHPRINT or COLOR LASER PROOF must be submitted with all shipped electronic files. A PDF proof must accompany files sent electronically.

Platform: Macintosh compatible

Programs: QuarkXpress 7; Adobe InDesign 3.0

Collect and include all fonts, graphics, layout files and photography. Files will be returned or you may incur a fee if they need to be resized or are incomplete.

CONTACT

Advertising: Emily Froggét
 Phone: (206) 254-1043 Fax: (206) 254-2913
 E-mail: efrogget@virtuoso.com

Production: Jay Wergin
 Phone: (206) 254-1053 Fax: (206) 254-2913
 E-mail: jwergin@virtuoso.com

DELIVERY OPTIONS:

Place ad files in an appropriately named folder and compress them before uploading to our ftp site.

By E-mail: virtuosolifeads@virtuoso.com

By FTP: Address: <ftp://seafpt.virtuoso.com>
 Username: virtuosolifeads@virtuoso.com
 Password: koitifyf

E-mail virtuosolifeads@virtuoso.com after ads have posted.

By Disk: Ship materials to:
 attn: Emily Froggét
 VIRTUOSO
 1001 SW Klickitat Way, Suite 105
 Seattle, Washington 98134 USA