



**InDesign**  
MAGAZINE



**2010 Media Kit**

# The Complete Resource for InDesign Professionals



## Why *InDesign Magazine* reaches your market

*InDesign Magazine* ([www.indesignmag.com](http://www.indesignmag.com)) is a bimonthly PDF periodical devoted entirely to Adobe InDesign and to the thriving community of InDesign professionals. Published by CreativePro.com, *InDesign Magazine* delivers in-depth features, reviews, and tutorials creative professionals need to master Adobe InDesign.

### The Best InDesign Experts

We have an all-star cast of industry experts, starting with David Blatner, a best-selling author and the magazine's editorial director. CreativePro.com's Terri Stone is editor in chief. Sandee Cohen is senior editor. Other contributors include Pariah Burke, Diane Burns, Anne-Marie Concepción, John Cruise, Rufus Deuchler, Claudia McCue, Michael Murphy, and many more.

### The Best InDesign Information

Each PDF issue provides tips, techniques, and time-savers for designers, publishers, graphic artists, and visual communicators who use InDesign.

Subscribers enjoy the following in each issue of *InDesign Magazine*:

- › Step-by-step techniques for making the most of InDesign

- › Tips from in-the-trenches InDesigners
- › Expert advice on resolving production issues
- › News about the latest developments
- › Reviews of plug-ins and add-ons
- › Examples of cutting-edge InDesign work from today's top designers
- › Listings of user groups, events, and other resources

### The Best InDesign Audience

Our rapidly growing paid subscriber base proves that *InDesign Magazine* fills a real market need. Adobe InDesign is now the program of choice in large-volume production departments, at top publishing houses, and in independent studios of the world's most influential designers.

Reach this highly qualified and targeted audience today! Contact Jeff Lalier at 910.256.0456 or [jeff@indesignmag.com](mailto:jeff@indesignmag.com).

# Advertising Sizes and Rates



Premium placement available for 10% surcharge. Contact Jeff Lalier at 910.256.0456 or [jeff@indesignmag.com](mailto:jeff@indesignmag.com).

*InDesign Magazine* offers three ad sizes: full page, half page, and third page. Please take care to create your ads at the desired size shown in the table at the right. For tips on preparing files for submission, please see the notes on the next page.

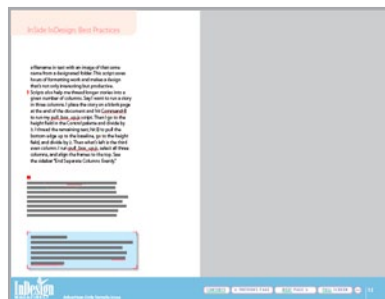
When designing your ad, please remember that some subscribers print out personal copies of *InDesign Magazine*, and most desktop printers do not print edge-to-edge.

Ad Size	Dimensions
<b>Full page</b>	
Inches (w x d)	11 x 7.75
Picas (w x d)	66 x 46.5
<b>Half page</b>	
Inches (w x d)	5.5 x 7.5
Picas (w x d)	33 x 45
<b>Third page</b>	
Inches (w x d)	3.75 x 7.75
Picas (w x d)	22.5 x 46.5

Third-page ad



Half-page ad



Full-page ad



Ad Rates	1 x	3 x	6 x
Full page	\$1,200	\$1,100	\$1,000
Half page	\$650	\$600	\$550
Third page	\$450	\$400	\$350

# Submission Guidelines and Issue Deadlines



Questions?  
Talk to Jeff Lalier,  
910.256.0456 or  
[jeff@indesignmag.com](mailto:jeff@indesignmag.com)

Issue Date	Ads Due
February/March 2010	January 22, 2010
April/May 2010	March 19, 2010
June/July 2010	May 21, 2010
August/ September 2010	July 23, 2010
October/ November 2010	September 24, 2010
December 2010/ January 2011	November 26, 2010

## File Formats

Please note the following guidelines when preparing your ad files for *InDesign Magazine*. If in doubt, e-mail for clarification.

- › PDF is our preferred file format for static ads.
- › For static ads, we also accept EPS, TIFF, flattened PSD, and JPEG files.
- › Your ads may also incorporate sound, video, and interactive elements. See "Sound and Movies" for more information.

## General File Prep

- › Maximum file size is 500K.
- › Use RGB colors.
- › Please embed fonts (PDF and EPS) or convert type to outlines.
- › Send files at the dimensions at which they are to be reproduced (see the previous page for sizes).
- › Name files clearly, indicating company name and issue date.

## Preparation of PDF Files

To create your PDF, please use Acrobat Distiller or the Export/Save feature in InDesign, Photoshop, or Illustrator.

## Hyperlinked Ads

We encourage you to include hyperlinks to send readers to your Web site for more information or special offers. If you choose this option, please note the following:

- › Indicate the exact URL to be embedded in your ad.
- › If your ad contains more than one URL, please note which text is to be linked.

## Sound and Movies

Because of the interactive nature of the PDF format, you can add sound or movies to your ads. However, we will need your source files, not a PDF for these types of interactivity.

Please work with Jeff Lalier in advance of the issue deadline to determine whether it is possible to do so while staying under the 500K file size limit.

## Transmission of Files

Send files via e-mail to [production@indesignmag.com](mailto:production@indesignmag.com) or upload to our secure FTP site. If you choose FTP, we will provide upload instructions when the ad is booked.