

*The Atlantic*

*Editorial  
Calendar and  
Specs*



# *2021 Print Calendar & Specs*

**2021 MAGAZINE CALENDAR & CLOSE DATES**

<b>Issue</b>	<b>Space Close</b>	<b>Ad Materials Due</b>	<b>Newsstand On-Sale</b>
<b>January/February</b>	11/04/20	11/10/20	12/22/20
<b>March</b>	12/30/20	01/05/21	02/16/21
<b>April</b>	01/27/21	02/02/21	03/16/21
<b>May</b>	03/03/21	03/09/21	04/20/21
<b>June</b>	03/31/21	04/06/21	05/18/21
<b>July/August</b>	05/05/21	05/11/21	06/22/21
<b>September</b>	06/23/21	06/29/21	08/10/21
<b>October</b>	07/28/21	08/03/21	09/14/21
<b>November</b>	09/01/21	09/07/21	10/19/21
<b>December</b>	10/06/21	10/12/21	11/23/21
<b>January/February 2022</b>	11/03/21	11/09/21	12/21/21

**PRINT SPECS**

<b>Print ad size</b>	<b>non-bleed</b>	<b>bleed*</b>	<b>trim*</b>	<b>live area*</b>
Spread		16" X 10.75"	15.75" X 10.5"	15.25" X 10"
Full page		8.125" X 10.75"	7.875" X 10.5"	7.375" X 10"
2/3 vertical	4.625" x 9.5"	5.25" X 10.75"	5" X 10.5"	4.5" X 10"
1/3 vertical	2.25" X 9.5"	2.875" X 10.75"	2.625" X 10.5"	2.125" X 10"
1/3 square	4.625" X 4.625"			
1/2 page horizontal (standard)	6.75" X 4.625"	8.125" X 5.25"	7.875" X 5.125"**	.25" from trim
1/2 spread horizontal	14.625" X 4.625"	16" X 5.25"	15.75" X 5.125"**	.25" from trim
1/2 page digest	Call for size	*See bleed/live area next page ** No top bleed for 1/2 page ads.		
1/6 page vertical (standard)	2.25" X 4.625"			
1/6 page horizontal	Call for size			
1/12	2.25" X 2.25"			
1 inch	2.25" X 1"			

## PRINT SPECS

### LIVE AREA, SAFETY, AND TRIM FOR BLEED ADS

Trim size: 7.875" x 10.5"

Bleed: .125"

Keep live matter .25" from trim, .375" from bleed edge.

Gutter safety .25"

*For spread bleed ads, supply separate proof ruled with trim marks to show position on page.*

### FILE FORMAT

**File:** PDF x1a preferred. All graphics minimum 300dpi.

Total combined density should not exceed 280%.

**Color:** 4-Color Process; Matched: GAA/SWOP.

5th cylinder available upon approval; premium charge applies. Incorrect spot or RGB color can be converted to CMYK at advertiser risk by written request.

### MATERIALS/PROOFS

**Submit all files online:** [theatlantic.sendmyad.com](http://theatlantic.sendmyad.com)

Files are not accepted via email. If more than one file is uploaded, *The Atlantic* will run the most recent and delete duplicates.

**Proofs:** Ads submitted without a SWOP-standard proof waive the right to question color/reproduction. (In the absence of SWOP we run on press to a digital version of the supplied file. A majority of our advertisers are now choosing this option.)

Send one SWOP proof to:

Jennifer Adams | Atlantic Production  
600 New Hampshire Ave NW Washington, DC 20037  
202.266.7077

### THE ATLANTIC ON APPLE NEWS+

Advertisers with half-page or larger print ads may opt in to the magazine's AppleNews+ digital edition by uploading additional creative.

Upload ONE AppleNews+ file per ad under Tablet Ads at [theatlantic.sendmyad.com](http://theatlantic.sendmyad.com).

[Please ignore the site's warning to upload both horizontal and vertical files—only one file is required.]

For Spreads:

2400x1800 Horizontal

Dimension: 2400px x 1800px

For Pages:

1800x2400 Vertical

Dimension: 1800px x 2400px

Requirements:

File Type: JPEG Only

Resolution: 300 PPI

Max file size: 20MB

Please include clickthrough URL

### GENERAL INFORMATION

**Frequency:** Published 11 times a year, with double issues in January/February and July/August by:

Emerson Collective  
555 Bryant St. #259  
Palo Alto, CA 94301

The Atlantic Monthly Group  
600 New Hampshire Avenue NW  
Washington, DC 20037  
202.266.6000

**Printing process:** Offset Full Run, 133 line screen

**Binding:** Perfect Bound

**Layouts:** 2, 3, and 4 columns

### CONTACTS

**Media Kit:** [rethink.theatlantic.com](http://rethink.theatlantic.com)

**Advertising information and rates:**

[atlantic\\_advertising@theatlantic.com](mailto:atlantic_advertising@theatlantic.com), 646.539.6700

**Print production and materials information:**

[atlantic\\_production@theatlantic.com](mailto:atlantic_production@theatlantic.com)

**For split distributions, inserts, and manufacturing:**

John Kefferstan, Production Director 202.266.7076

**For print materials questions/extensions, ad portal help, and delivery or preflight questions:**

Jennifer Adams, Associate Production Director 202.266.7077

# *2021 Digital Specs*

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**DIGITAL SPECS: BILLBOARD, LEADERBOARD, HALF PAGE, BOX**

<b>Dimensions</b>	<b>970x250</b>	
Accepted file/creative types	Gif/JPEG	HTML 5 (preferred)
Max file size	250KB	500KB
Border requirements	1 non-transparent pixel border	
Audio initiation	n/a	user click, on-load audio must be on mute
Animation initiation	n/a	user click or auto-play on mute
Animation length	n/a	:15sec
Third-party tag type	Image file + 1X1 with Click Tracker	Javascript / iFrame and Internal Redirects
Lead time	5 business days	

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Haven't found what you're looking for?  
Interested in learning more?

Contact us at [atlanticbrandpartners.com/contact](https://atlanticbrandpartners.com/contact)

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