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The Atlantic



*The Atlantic 2022 Print
Calendar & Specs*

2022 MAGAZINE CALENDAR & CLOSE DATES

Issue	Space Close	Ad Materials Due	Newsstand On-Sale
January/February	11/03/21	11/09/21	12/21/21
March	12/29/21	01/04/22	02/15/22
April	01/26/22	02/01/22	03/15/22
May	03/02/22	03/08/22	04/19/22
June	03/30/22	04/05/22	05/17/22
July/August	05/04/22	05/10/22	06/21/22
September	06/29/22	07/05/22	08/16/22
October	08/03/22	08/09/22	09/20/22
November	08/31/22	09/06/22	10/18/22
December	10/05/22	10/11/22	11/22/22
January/February 2023	11/02/22	11/08/22	12/20/22

PRINT SPECS

Print ad size	non-bleed	bleed*	trim*	live area*
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"
⅓ vertical	4.625" x 9.5"	5.25" X 10.75"	5" X 10.5"	4.5" X 10"
⅓ vertical	2.25" X 9.5"	2.875" X 10.75"	2.625" X 10.5"	2.125" X 10"
⅓ square	4.625" X 4.625"			
½ page horizontal (standard)	6.75" X 4.625"	8.125" X 5.25"	7.875" X 5.125"***	.25" from trim
½ spread horizontal	14.625" X 4.625"	16" X 5.25"	15.75" X 5.125"***	.25" from trim
½ page digest	Call for size	*See bleed/live area next page ** No top bleed for ½ page ads.		
⅓ page vertical (standard)	2.25" X 4.625"			
⅓ 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

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.

[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 10 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

Advertising information and rates:

atlantic_advertising@theatlantic.com, 646.539.6700

Print production and materials information:

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

2022 Digital Specs

DIGITAL SPECS: BILLBOARD, LEADERBOARD, HALF PAGE, BOX

Dimensions	970x250	
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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