

Print Specs for All Farm Journal Magazines

Trim Size: 7.5" x 10.125"

Dimensions	Non-Bleed Width x Depth	Bleed Width x Depth
Page	7" x 9.625"	7.75" x 10.375"
2/3 Page (2 columns)	4.375" x 9.625"	4.875" x 10.375"
Junior Page	4.375" x 6.625"	4.875" x 7.125"
1/2 Page Horizontal	7" x 4.75"	7.75" x 5.25"
1/2 Page Vertical	3.25" x 9.625"	3.75" x 10.375"
1/3 Page Vertical	2.125" x 9.625"	2.625" x 10.375"
1/3 Page Square	4.375" x 4.875"	4.875" x 5.375"
1/4 Page Vertical	3.25" x 4.75"	
1/4 Page Horizontal	4.375" x 3.5"	
1/6 Page Vertical	2.125" x 4.875"	
1/6 Page Horizontal	4.5" x 2.125"	
1/8 Page Vertical	2.1875" x 3.6875"	
1/8 Page Horizontal	3.4375" x 2.4375"	
Business Card	3.5" x 2"	
3" Ad	2.25" x 3"	
1/12 Page	2.25" x 2.5"	
2" Ad	2.25" x 2"	
Banner Ad	7" x 1.625"	
1 1/2" Ad	2.25" x 1.5"	
1" Column	2.25" x 1"	
2 Page Spread (Each page)	7" x 9.625"	7.75" x 10.375"
2 Page Spread (Full)	14.5" x 9.625"	15.25" x 10.375"
1/2 Page Spread (Each Page)	7" x 4.75"	7.75" x 5.25"

Trim Size: 7.5" x 10.125"
 **Right reserved to crop up to .1875" from either side of a page to compensate for variations in trimmed page size depending upon page position in the magazine and the shingling effect of saddle stitch binding. Keep essential live matter at least .625" from bleed page width dimension at trim side of an ad. Keep type matter .25" from center fold in all gutter bleeds and .5" from bleed page depth dimension at head and foot of ad. For black & 1 color ads, the second color should be a process color or simulated using process colors. Matched colors are available by special arrangement.

Use caution for facing page spreads. Slight variations in gutter alignment occur. Therefore, it is essential that reader matter, lettering, rules and detail images which may spread across gutter be avoided when possible.

Printing Process: Web Offset

Binding Method: Saddle-Stitched

Magazine Trim Size: 7.5" x 10.125"

Preferred Format: PDF/X1-a

Spreads: Spread format is acceptable with center crop marks indicated.

Photos and Graphics: Please be sure that all images within ads are high-resolution (300 dpi).

Fonts: Fonts must be embedded in file.

Printed inserts should be sent to:

Farm Journal, Top Producer, Drivers:

LSC Communications
 Attn: Charles Kelly
 3201 Lebanon Road
 Danville, KY 40422
 Phone: (859) 238-2635

AgPro, MILK:

LSC Communications
 Attn: Jim Dunning
 1600 N. Main St.
 Pontiac, IL 61764
 Phone: (815) 844-1385

Bovine Veterinarian, Dairy Herd Management and Pork:

LSC Communications
 Attn: Casey McCaskey
 1600 N. Main St.
 Pontiac, IL 61764
 Phone: (815) 844-1831