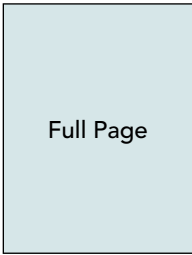
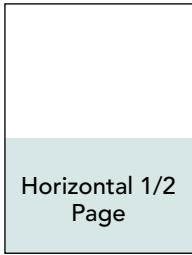
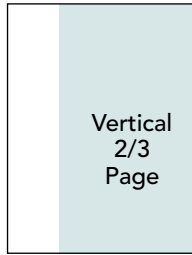
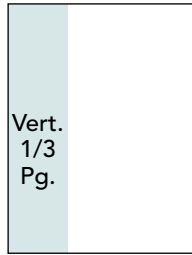
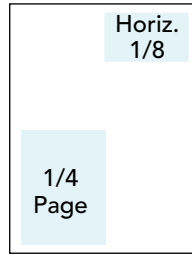
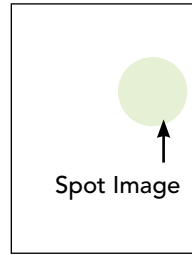


KIWI magazine mechanical and digital file requirements are outlined below.

GENERAL ADVERTISING				MARKETPLACE	KIWICUTS
					
Non-Bleed Ad Size 7.25" x 9.75"	Non-Bleed Size 7" x 4.625"	Non-Bleed Size 4.625" x 9.5"	Non-Bleed Size 2.1875" x 9.5"	NON-BLEED ONLY	Hi-Res image
Bleed Size 8.25" x 10.75"	Bleed Size 8.25" x 5.375"	Bleed Size 5.375" x 10.75"	Bleed Size 2.9375" x 10.75"	1/8 Page Size 3.375" x 2.25"	35 word web offer
Trim Size 8" x 10.5"	Trim Size 8" x 5.125"	Trim Size 5.125" x 10.5"	Trim Size 2.6875" x 10.5"	1/4 Page Size 3.375" x 4.625"	website address

****ALL LIVE MATTER (TEXT AND PERTINENT INFORMATION) MUST BE AT LEAST 3/8" AWAY FROM TRIM/GUTTER ON ALL SIDES.****

PLEASE SEND ALL FINAL MEDIA/DIGITAL DATA TO:

May Media Group, LLC
 152 Madison Ave. Suite 700
 New York, NY 10016
 Tel 212.532.0010
 Fax 212.683.1333

E-mail:
 artdepartment@maymediagroup.com

AD SIZES

See above. Book trim size is 8" x 10.5" (width is given as the first dimension).

BLEED/SAFETY AREA

All live matter (text and pertinent information) must be at least 3/8" away from trim/gutter on all sides. Minimum 10 pt. type size allowed in knockout areas, or when using 4-color type.

Non-Bleed ad sizes are placed within page margins, do not include bleeds in file.

Bleed ads sizes—include 1/8" bleed beyond trim marks. You may include crop marks in file*.

***NOTE: Please set trim/crop mark offsets AT LEAST 1/8" from trim edge**

CONTACT INFORMATION

PRODUCTION COORDINATOR:

Brittany Golde ♦ bgolde@maymediagroup.com ♦ 856.753.3800 x 101

ART DEPARTMENT:

Rosemary O'Connell, Creative Director ♦ artdepartment@maymediagroup.com ♦ 212.532.0010

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Marygrace Taylor ♦ mgtaylor@maymediagroup.com ♦ 212.532.0010

PUBLICATION PRINT SPECIFICATIONS

Trim size: 8" x 10.5"

Printing Process: Web Offset, Saddle Stitched - 133 Line Screen - Maximum Density is not to exceed 280%

PROOF STANDARDS

A SWOP (Specifications for Web Offset Publishing-www.swop.org) certified proof must be provided with your disk. Please supply one of the following types of SWOP Certified Proofs: Kodak Approved, Matchprint, Fuji FINALPROOF, or Iris Digital Proof.

DISCLAIMER: If you do not have access to this type of proof please submit the closest possible type of proof. KIWI Magazine CAN NOT guarantee color if a SWOP-approved proof is not provided. KIWI adheres to strict industry standards for color calibration and reproduction. Due to the limitations of customer proofing devices and the variation in monitor color display, we cannot guarantee that the reproduction will exactly match the color displayed on your monitor or supplied proof if it is not calibrated to industry standards.

NOTE: If you are submitting a finished digital ad, you will not receive a proof via fax or e-mail unless specifically requested. If needed, please make your request directly to your sales representative.

FILE FORMATS ACCEPTED

ONLY the following native application files are ACCEPTED:

- Adobe InDesign (Up to CS4) preferred
- Adobe Photoshop, saved as TIFF or EPS (Up to CS4)
- Adobe Illustrator, text converted to outlines (Up to CS4)
- Adobe Acrobat PDF (see specs below)
- Quark (Up to v.6.0)

ACROBAT HI-RES PDFS MUST HAVE:

1. All fonts embedded (NO True Type fonts accepted).
2. The correct mode (i.e. CMYK or Grayscale). Never RGB or LAB or embedded color profiles (i.e. ICC profiles). Any files sent RGB will be returned for re-submission. Production will NOT convert these files.
3. All spot colors MUST be converted to CMYK.
4. Do not include OPI image replacement in the file.
5. Resolution: 300 DPI for all submitted images and files.
6. Crop mark offset should be **.125 inches** from trim.
7. KIWI specific Distiller settings available upon request.

FONTS

Postscript fonts only, TrueType fonts are not supported (please include both the screen and printer fonts).

IMAGES/SCANS

- All images and files must be submitted at no less than 300 DPI.
- Line art: Provide vector EPS files, or scan no less than 600 DPI. If your logo art is pure black & white, scan using the line art setting.
- 4-color photos must be saved in CMYK mode (NOT RGB).
- Black & White photos - save as GRAYSCALE.
- Use scaling of 100% when you scan your photo or art, so that your scanned work is at its original size.

COMPATIBLE MEDIA

Macintosh format preferred: We accept files on CD ROM, DVD, via e-mail (up to 5MB) or FTP. Contact your sales representative for FTP password information. No Zip® or floppy disks, please.

FILE CHANGES

Charges will be incurred by advertiser or agency at commercial rates for digital files that require file intervention, including, but not limited to, re-sizing, edits, or layout.

WHAT TO SEND ON YOUR DISK

- Ad layout file
- Printout of disk contents
- Color Proof
- Laser Printout of ad, printed at 100% file size. If it is not possible to print lasers at 100%, you MUST indicate the percentage at which the output was made.

If you are providing native InDesign files-complete preflight and include:

- The screen and printer fonts (Postscript ONLY).
- All scanned photos in Photoshop TIFF or EPS format and all scanned logos in either Photoshop Bitmap or Illustrator EPS format. Art should be linked to InDesign document.

Please LABEL the materials you send with the following information:

- Issue Date ■ Advertiser Name
- Contact Person & Phone Number ■ E-mail Address