

# SPECIFICATIONS

Rates and production information are available on request for: supplied inserts, gatefolds, scent strips, special matched fifth colors, and Europe and Asia special units.

\*Can only run opposite an advertiser's own full page ad. Subject to approval by Anthony Cename, Publisher, WSJ. Magazine, and Stephanie Arnold, Global Associate Publisher.

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**TRIM:** 9.875" x 11.5"

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**BLEED:** 10.125" x 11.75"

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**LINE SCREEN:** 150

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**BINDING**

US - Perfect Bound  
Europe/Asia - Saddle Stitch


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**SAFETY:** All live matter must be kept 1/4" inside dimensions on all four sides.

(WSJ. Magazine will not be responsible for any live matter placed outside the safety)


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**FULL PAGE**

Trim: 9.875" x 11.50"   
Bleed: 10.125" x 11.75"  
Non-bleed: 8.375" x 10.25"

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**SPREAD**

Trim: 19.75" x 11.50"   
Bleed: 20.00" x 11.75"  
Non-bleed: 18.25" x 10.25"

Spread materials must be supplied as two individual pieces. Please do not send one piece for a two page spread.


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**1/2 PAGE VERTICAL\***

Trim: 4.82" x 11.50"   
Bleed: 5.08" x 11.75"  
Non-bleed: 4.06" x 10.25"

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**1/2 PAGE HORIZONTAL\***

Trim: 9.875" x 5.75"   
Bleed: 10.125" x 6.00"  
Non-bleed: 8.375" x 5.125"

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**REQUIRED MATERIALS**

The following format only: **PDF/X1a**

Native application files not accepted.

Follow SWOP specifications for material and proofing.

Total dot density of 300, plus three SWOP color proofs with color bars (i.e., Iris or Kodak approvals).

SWOP specifications guidelines are available at <http://www.swop.org/index.asp>

Spread materials must be supplied as two individual pieces. Please do not send one piece for a two page spread.

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**SEND 3 COLOR PROOFS TO:**

Dow Jones & Company  
Advertising Services Center  
4300 North Rt 1, Building 5, 3rd Fl.  
Monmouth Junction, NJ 08852

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**ADDITIONAL PRODUCTION INFO:**

The Wall Street Journal  
Don Lisk  
Ad Services Manager  
212.597.5835  
[don.lisk@dowjones.com](mailto:don.lisk@dowjones.com)

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**MATERIAL SUBMISSION**

Preferred Method: via Internet  
at <https://epic.dowjones.com>

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**COVER MATERIALS**

Printed Sheetfed and the body pages are printed Gravure.

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**PDF/X1A MUST MEET THE FOLLOWING SPECIFICATIONS:**

All fonts and images are embedded.

All elements are encoded as CMYK, spot for Device N.

They may not be encoded as three-art color spaces such as RGB or CIE Lab.

The MediaBox and TrimBox or ArtBox are defined.

Trap must be indicated as on or off, alerting the printer to the condition of the document.

The printing condition characterized (such as SWOP) through use of an output condition identifier.

PDF/X1a resolves many issues associated with basic PDF as a format for file exchange.

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**WHAT IS PDF/X-1A?**

PDF/X-1a is a subset of Adobe's

Portable Document Format (PDF).

PDF/X1a stands for PDF eXchange 1a.

The "1" means that it is a blind exchange document—all fonts and images are embedded and "a" is the variant of PDF/X1 that was ISO accredited; ISO Standard: ISO 15930-1:2001.

# 2017 OPEN RATES GENERAL

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| GROSS                                    | OPEN - 1X | 3X        | 6X        | 12X       | 18X       | 30X       |
|--|-----------|-----------|-----------|-----------|-----------|-----------|
| <b>Global<br/>(US, Asia, and Europe)</b> | \$221,353 | \$210,285 | \$203,644 | \$197,004 | \$190,363 | \$183,723 |
| <b>US</b>                                | \$183,640 | \$174,459 | \$168,949 | \$163,440 | \$157,931 | \$152,422 |
| <b>Asia</b>                              | \$39,188  | \$37,228  | \$36,053  | \$34,877  | \$33,701  | \$32,526  |
| <b>Europe</b>                            | \$26,234  | \$24,923  | \$24,136  | \$23,349  | \$22,561  | \$21,775  |
| <b>NY</b>                                | \$40,991  | \$40,991  | \$40,991  | \$40,991  | \$40,991  | \$40,991  |
| <b>CA</b>                                | \$34,433  | \$34,433  | \$34,433  | \$34,433  | \$34,433  | \$34,433  |
| <b>FL</b>                                | \$30,743  | \$30,743  | \$30,743  | \$30,743  | \$30,743  | \$30,743  |

# 2017 OPEN RATES RETAIL

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| GROSS                                    | OPEN - 1X | 3X        | 6X        | 12X       | 18X       | 30X       |
|--|-----------|-----------|-----------|-----------|-----------|-----------|
| <b>Global<br/>(US, Asia, and Europe)</b> | \$188,150 | \$178,742 | \$173,098 | \$167,453 | \$161,809 | \$156,164 |
| <b>US</b>                                | \$156,094 | \$148,290 | \$143,607 | \$138,924 | \$134,241 | \$129,558 |
| <b>Asia</b>                              | \$33,309  | \$31,643  | \$30,645  | \$29,645  | \$28,646  | \$27,647  |
| <b>Europe</b>                            | \$22,299  | \$21,184  | \$20,515  | \$19,846  | \$19,177  | \$18,508  |
| <b>NY</b>                                | \$34,842  | \$34,842  | \$34,842  | \$34,842  | \$34,842  | \$34,842  |
| <b>CA</b>                                | \$29,267  | \$29,267  | \$29,267  | \$29,267  | \$29,267  | \$29,267  |
| <b>FL</b>                                | \$26,132  | \$26,132  | \$26,132  | \$26,132  | \$26,132  | \$26,132  |