

# MAGAZINE AD SIZE CALCULATOR

**TRIM SIZE:** Magazine width: 8 3/8  
Magazine height: 10 7/8

**MARGINS:** Bleed (do not change): 1/8  
Outside margin: 5/8  
Inside margin: 1/2  
Top margin: 1/2  
Bottom margin: 5/8  
Space between stacked items: 1/4  
Gutter width: 1/4  
Space for Reader Svc#: 0

## AD SIZES:

Full Page (Trim Size):	8.375	x	10.875
Full Page w/ Bleed:	8.625	x	11.125
Live Area:	7.250	x	9.750
Two Page Spread w/ Bleed:	17.000	x	11.125
2/3 Vertical:	4.750	x	9.750
1/2 Island:	4.750	x	7.250
1/2 Vertical:	3.500	x	9.750
1/2 Horizontal:	7.250	X	4.750
1/3 Vertical:	2.250	x	9.750
1/3 Square:	4.750	x	4.750
1/4 Vertical:	3.500	x	4.750
1/6 Vertical:	2.250	x	4.750
1/6 Horizontal:	4.750	x	2.250

- Instructions:**
1. Enter your trim size (the size of your finished magazine).
  2. Leave bleed value at 1/8" unless instructed otherwise.
  3. Enter values for margins, vertical spaces and gutter (items in bold).
  4. If ads such as 2/3V and 1/3V are shorter than the height of your live area, enter the difference next to Space for Reader Svc#.

Note that a strictly mathematical calculation based on margins and gutters is probably less important than making life easier for your advertisers by adopting ad dimensions that are the same as or larger than your competition.