

2011 PBG Lifestyle Advertising Rate Card

Frequency	Open	3x	6x	12x
Spread	\$2625	\$2400	\$2100	\$1900
Page	\$1895	\$1495	\$1395	\$1195
1/2	\$975	\$875	\$795	\$725
1/4	\$695	\$675	\$600	\$575
1/3	\$795	\$695	\$625	\$595
I.F. Cover	\$2000	\$1850	\$1625	\$1425
I.B. Cover	\$1895	\$1765	\$1665	\$1425
Back Cover	\$2250	\$2150	\$2000	\$1895
Must Have's	\$325	\$325	\$325	\$325
Emporium-1/6	\$525	\$450	\$375	\$325

Special Editorial Feature Stories

Please see our Special Feature Rate Card and Reprint Guide

AD SIZE SPECIFICATIONS

Trim size: 8.125" wide x 10.75" high



Size Dimensions

2-Page Spread, Bleed**	16 $\frac{3}{4}$ " x 10 $\frac{7}{8}$ " w/ $\frac{1}{8}$ " bleed all around
2-Page Spread, Non-bleed	16 $\frac{1}{4}$ " x 10 $\frac{3}{8}$ "
Full Page, Bleed***	8 $\frac{5}{8}$ " x 11 $\frac{1}{8}$ "
Full Page, Non-bleed	7 $\frac{7}{8}$ " x 10 $\frac{3}{8}$ "
Full Page Trim Size	8 $\frac{3}{8}$ " x 10 $\frac{7}{8}$ "
1/2 Vertical	3.562" x 9.875"
1/2 Horizontal	7.375" x 4.827"
1/3 Vertical	2.259" x 9.875"
1/3 Square	4.635" x 4.827"
1/4 Vertical	3.562" x 4.846"
1/6 Vertical	2.28" x 4.857"
Emporium	2.187" x 4.687"

2-page spread trim size is 16 $\frac{3}{4}$ " x 10 $\frac{7}{8}$ ". Spreads with crossover type should allow at least .25" safety from gutter on both pages.

For more information contact us at (772) 692-0297 or email advertising@PBGLifestyle.com.