

The background of the slide features a large, faint, circular seal of the Massachusetts Institute of Technology. The seal contains the text "MASSACHUSETTS" at the top and "INSTITUTE OF TECHNOLOGY" at the bottom. In the center, there is a figure holding a book with "SCIENCE AND ARTS" written on it, and a banner below that reads "MENS ET MANUS".

2012

Technology Review

Print Rates & Specs

US Magazine Specs

Closing Dates

Issue	Ad Close	Materials Due	Newsstand
Jan/Feb	11/18	11/25	1/3
Mar/Apr	1/20	1/27	3/6
May/June	3/23	3/30	5/8
July/August	5/18	5/25	7/3
Sep/Oct	7/20	7/27	9/4
Nov/Dec	9/21	9/28	11/6

Page Dimensions

Sizes	Live	Trim	Bleed
Page	7 3/16" x 10"	8 3/16" x 10 1/2"	8 7/16" x 10 3/4"
Spread	15 5/8" x 10"	16 3/8" x 10 1/2"	16 5/8" x 10 3/4"
2/3 Page	4 5/8" x 9 5/8"	NA	4 3/4" x 10 3/4"
1/2 Horizontal	7" x 4 1/2"	NA	8 7/16" x 4 3/4"
1/3 Vertical	2 3/16" x 9 5/8"	NA	2 5/16" x 10 3/4"

Gutter Safety: Allow 3/8 inch on each side of the gutter, 3/4 inch total gutter safety

Safety: For safety, please keep all LIVE material not intended to trim 1/4 inch from the trim edges

Trim Size: 8 3/16" x 10 1/2"

Printing Process: Technology Review magazine is produced with a computer-to-plate workflow and is printed on Web offset presses. The preferred screen is 133 lines per inch. Total density should not exceed 300 percent. The magazine is perfect bound. *Technology Review* subscribers to SWOP (Specifications for Web Offset Publications) standards.

Preferred Materials: Digital data with matching screened digital proofs (contract proofs) is preferred for all ad submissions. PDF/X-la files are preferred. Postscript files accepted. Electronic ad materials must include crop marks showing trim, and include a minimum of 1/8" bleed. Minimum resolution for all images is 266 dpi.

FTP Transfer Information: Please e-mail webcreative@technologyreview.com for FTP site and password information. File folders should be zipped (PC files) or BinHexed (Mac Files).

Send Materials To
One Main Street, 13th Floor
Cambridge, MA 02142
c/o Ken Collina

webcreative@technologyreview.com

Technology Review Print Rates



Unit Size	4-Color	2-Color	B&W
Page	\$23,098	\$19,633	\$17,323
Spread	\$46,196	\$39,266	\$34,647
2/3	\$16,168	\$13,743	\$12,126
1/2	\$15,014	\$12,762	\$11,260
1/3	\$10,394	\$8,835	\$7,796
2 nd Cover Spread	\$55,435	NA	NA
3 rd Cover	\$25,408	NA	NA
4 th Cover	\$30,207	NA	NA



Ad/Edit ratio	25/75
Estimated Audience	470,919
Frequency	6/year
Average Circulation	168,973
Rate Base	150,000



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