

Needlework Retailer

Bleed Ads



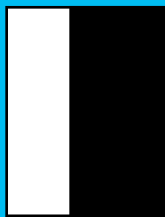
Spread

Live: 16½" W x 9⅞" H
Trim: 17" W x 10⅞" H
Bleed: 17¼" W x 11⅛" H



Full Page

Live: 8" W x 10⅜" H
Trim: 8½" W x 10⅞" H
Bleed: 8¾" W x 11⅛" H



2/3 Page

Vertical

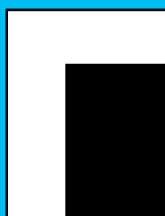
Live: 5⅛" W x 10⅜" H
Trim: 5⅜" W x 10⅞" H
Bleed: 5½" W x 11⅛" H



2/3 Page

Horizontal

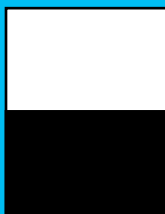
Live: 8" W x 6⅞" H
Trim: 8½" W x 7⅞" H
Bleed: 8¾" W x 7¼" H



1/2 Page Digest

Vertical

Live: 5⅛" W x 8⅜" H
Trim: 5⅜" W x 8⅝" H
Bleed: 5½" W x 8¾" H



1/2 Page

Horizontal

Live: 8" W x 5½" H
Trim: 8½" W x 5½" H
Bleed: 9" W x 5⅝" H

Non-Bleed Ads



1/3 Page

Vertical

2¼" W x 9⅞" H



1/3 Page

Horizontal

7⅞" W x 3⅜" H



1/3 Page

Square

4⅝" W x 5" H



1/4 Page

Vertical

3⅝" W x 5" H



1/4 Page

Horizontal

4⅞" W x 3¾" H



1/6 Page

Vertical

2½" W x 5" H



1/6 Page

Horizontal

4⅞" W x 2½" H



1/12 Page

Horizontal

2½" W x 2½" H

LIVE: Often referred to as Margin or Safety, images or text that you don't want to risk getting clipped should stay within a live area (standard ¼" inside trim).

TRIM: Visible area after the magazine paper is cut to size.

BLEED: Images that extend beyond the page to guarantee clean edges (standard ⅛" outside the Trim). Background colors are an example of a common use of a bleed.