

MECHANICAL SPECIFICATIONS

FILE SUBMISSION

We only accept advertising in PDF/X-1a format. Please supply a contract color proof such as a Creo Spectrum, or Kodak Approval. We can also accept a color accurate proof, such as output from professional grade Canon, Epson, or HP proofing devices. We always use our best efforts to ensure final reproduction of a submitted PDF matches the supplied proof, but we can not guarantee SWOP standard color matching with a non-contract grade proof. If a proof is not supplied, we cannot assume liability for omissions, misprints, or font defaults. Please call us for specifications prior to submitting your file.

| | Width | Height |
|---------------------|---------------------------|--------|
| Page (Bleed) | 5.562" | 8.625" |
| Page (Trim Size) | 5.312" | 8.375" |
| Page (Live Area) | 4.6" | 7.6" |
| 1/2 Page Horizontal | 4.6" | 3.7" |
| 1/2 Page Vertical | 2.2" | 7.6" |
| 1/4 Page | 2.2" | 3.7" |
| Line Screen: | 150 body, 175 cover | |
| Proofs: | See above | |
| Other: | Maximum ink density: 300% | |

DEADLINES FOR SPACE & MATERIALS

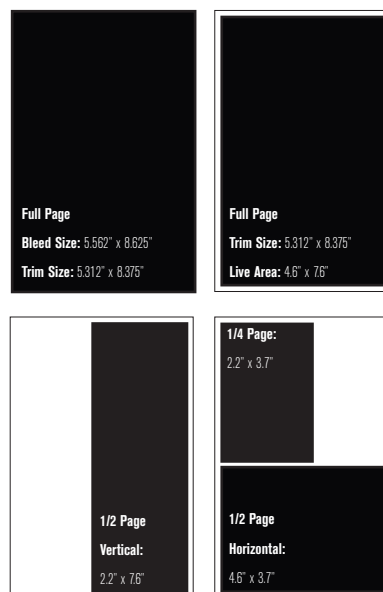
| ISSUE | PREMIUM CLOSE | SPACE CLOSE | MATERIAL DEADLINE | ON SALE |
|--------|---------------|-------------|-------------------|---------|
| JAN 09 | Nov 14 | Nov 26 | Dec 1 | Jan 2 |
| FEB 09 | Dec 15 | Dec 26 | Jan 2 | Feb 2 |
| MAR 09 | Jan 15 | Jan 26 | Feb 2 | Mar 2 |
| APR 09 | Feb 16 | Feb 25 | Mar 2 | Apr 1 |
| MAY 09 | Mar 16 | Mar 25 | Apr 1 | May 1 |
| JUN 09 | Apr 15 | Apr 24 | May 1 | Jun 1 |
| JUL 09 | May 15 | May 25 | Jun 1 | Jul 1 |
| AUG 09 | Jun 15 | Jun 25 | Jul 1 | Aug 3 |
| SEP 09 | Jul 15 | Jul 24 | Aug 3 | Sep 1 |
| OCT 09 | Aug 14 | Aug 25 | Sep 1 | Oct 1 |
| NOV 09 | Sep 15 | Sep 25 | Oct 1 | Nov 2 |
| DEC 09 | Oct 15 | Oct 26 | Nov 2 | Dec 1 |

* Cancellation of previously contracted ads must be made in writing no less than fifteen days prior to the published closing date.

WE CAN DESIGN YOUR AD

We can also design your ad. Our design and production department will be happy to provide comprehensive creative, scanning, retouching and proofing services. We offer competitive hourly rates. Please contact your sales rep or account coordinator for details.

NOTE | All spread advertising must be supplied as two separate single-page documents. All media is non-returnable, unless requested for in advance with a FedEx account number.



FRONT DESK CHICAGO ADVERTISING DEPARTMENT

Natalie Duell DIRECTOR

T 312.274.2534 | F 312.274.2734 | nduell@modernluxury.com
200 W. Hubbard St., 8th Floor, Chicago, IL 60654

FRONT DESK CHICAGO PRODUCTION DEPARTMENT

Jocelyn Fuller PRODUCTION MANAGER

T 312.274.2524 | F 312.274.2724 | jfuller@modernluxury.com
200 W. Hubbard St., 8th Floor, Chicago, IL 60654