

2017 Rate Card – Gross

4-COLOR DISPLAY	CORE	SIP
Full Page	\$25,065	\$15,315
2/3	\$18,045	\$11,025
1/2	\$13,785	\$8,430
1/3	\$9,355	\$5,720
1/4	\$7,145	\$4,365
1/6	\$4,845	\$2,960

COVER POSITIONS

Cover 2	\$30,080	\$17,610
Cover 3	\$27,570	\$17,610
Cover 4	\$31,335	\$19,145

BLACK & WHITE DISPLAY

Full Page	\$17,845	\$10,485
2/3	\$12,850	\$7,550
1/2	\$9,820	\$5,770
1/3	\$6,665	\$3,915
1/4	\$5,085	\$2,985
1/6	\$3,450	\$2,030

NOTE: All rates are gross.

There is a \$1,500 charge for additional PMS color.



fine
Cooking

Print Specs

	Live Area (width x length)	Bleed Available (width x length)
2-Page Spread	16.25 x 9.75 inches	17.5 x 11.125 inches
Full Page	7.625 x 9.75	8.875 x 11.125
2/3 Page Vertical	5.0 x 9.75	5.625 x 11.125
1/2 Page Digest- Top	5.0 x 7.25	N/A
1/2 Page Digest- Bottom	5.0 x 7.25	5.625 x 8.028
1/2 Page Horizontal- Top	7.625 x 4.75	8.875 x 5.347
1/2 Page Horizontal- Bottom	7.625 x 4.75	8.875 x 5.528
1/2 Page Vertical	3.688 x 9.75	4.312 x 11.125
1/2 Page Spread	16.25 x 4.75	17.5 x 5.528
1/3 Page Square	5.0 x 4.75	N/A
1/3 Page Vertical	2.375 x 9.75	3.0 x 11.125*
1/4 Page	3.688 x 4.75	N/A

*1/3 bleed ad is only allowed when purchased with a full page as one unit.

Page Trim: **8.625 x 10.875**

Email ads to: **Ads@Taunton.com**

Please indicate ad is for *Fine Cooking*



fine
Cooking

Print Spec Details

Art Preparation/Specifications

Full-Page/Fractional Ads: We accept digital files only, preferably high resolution, cymk, font-embedded PDF or PDF/X-1a.

Ads must be prepared according to our specification guidelines, which are available by contacting the Advertising Coordinator at 866-505-4687 or emailing inquiries to Ads@Taunton.com.

All ads must be accompanied by a proof made from the file submitted to verify content. Color ads must be accompanied by a high-quality, full resolution color proof calibrated to SWOP specifications. For black & white ads without halftone images, a high-quality computer printout (600 dpi or greater) is acceptable. We reserve the right to charge for processing time in the event the file does not meet ad specification guidelines. All ads must reach the size of the space ordered at some point in width and height.

Production Data

Trim size: 8 5/8 " x 10 7/8 "

Binding: Perfect bound

Printing: Black & white, 4-color process; text and cover – web offset

Paper: Text – 45-lb. coated stock;
Cover – 100-lb. coated stock

Bleed Requirements

Bleed available only for 1/2 page and larger. Bleed image should be limited to tints or background. Live matter, including type, must be kept within the live area, which starts 5/8" from top, 3/4" from bottom, 5/8" from left, and 5/8" from right of the bleed ad size.

Publication Services

In-house production services are available for an additional charge and they are non-commissionable. Contact the Advertising Coordinator for details. Please note: All publication services will be billed at trade rates. Ads requiring work by the Publisher may not qualify for the camera-ready discount.

Deadline for Publisher-set copy is 7 days prior to closing date.

Position Requests

Considered but not guaranteed.

Shipping and Production Information

All advertising materials should be shipped directly to:
Advertising Coordinator
The Taunton Press, 63 South Main Street
PO Box 5506, Newtown, CT 06470-5506
Phone: 866-505-4687
Fax: 203-426-3434
Email: Ads@taunton.com
(Please indicate ad is for ***Fine Cooking***.)

Billing Questions

Please contact the Business Office at 800-926-8776 or Lorraine Parsons at 203.304.3245.
Email: BusinessOffice@Taunton.com

fine
Cooking

Magazine Mechanical Requirements

Final Trim size: 8.625 x 10.875 inches



Bleed available only for 1/2 page or larger ads. All sizes effective 2017.

fine
Cooking

finecookingmediakit.com • For more information, contact us at 800-309-8940