



Circulation: 15,000

Publisher: Michael Key

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Frequency: Bi-monthly

Readership: Motion picture, television, theater and print industry make-up professionals in 50 countries worldwide

Cover price: \$6.99 USD

One year subscription: USA \$24.95, Canada \$29.95 (USD) Overseas \$49.95 (USD)

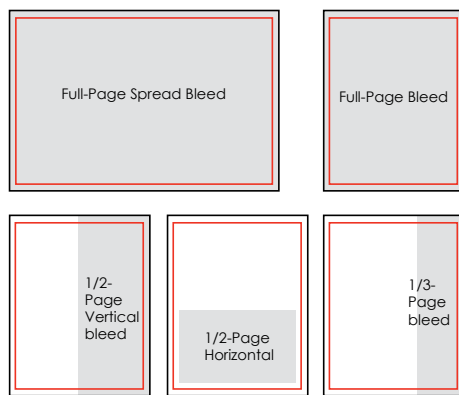
2009 Schedule:

Issue	Artwork	On-Sale
76 Jan / Feb	12/13	1/8
77 Mar / Apr	2/13	3/8
78 May / June	4/15	5/5
79 July / Aug	6/13	8/13
80 Sep / Oct	8/13	9/8
81 Nov / Dec	10/13	11/8

Page specifications:

- **Full page trim size: 8.375" x 10.875"**
- **Full page live area: 7.875" x 10.375"**
- **Live area: All images that have bleed must be 0.25" from trim size** on all sides that bleed (0.375" inside bleed).
- **Bleed:** 0.125" out from trim size.
- **Placement:** Unless otherwise specified with the advertising director; all ads should be designed for a right-page placement.

Page Layouts:



(Live area is indicated by the red line, trim by the black line.)

Mechanical Requirements:

Full-Page Spread Bleed	17" x 11.125"
Full-Page Bleed	8.625" x 11.125"
1/2-Page Vertical Bleed	3.5" x 11.125"
1/2-Page Horizontal	7.5" x 5"
1/3-Page Vertical Bleed	2.5" x 11.125"

Advertising Rates as of 1/1/08:

Premium Positions	1x	3x	6x
Inside Front Cover (Page 2)	\$2,600	\$2,418	\$2,210
Inside Back Cover	2,450	2,279	2,083
Back Cover	2,850	2,651	2,423
Inside Front Cover Spread (Page 2 & 3)	4,800	4,464	4,080
Center Spread	4,450	4,139	3,783
1/3 Page (Front of Book)	1,595	1,490	1,350
Standard Rates*			
Full Page	\$2,195	\$2,050	\$1,850
1/2 Page	1,595	1,490	1,350
1/3 Page	950	890	820

All rates are net. Rates are subject to change without notice. Premium positions are available on a first-come, first-served basis. *Black-and-white rates available upon request.

Delivery format:

- High-resolution: **300dpi**
- **All colors must be CMYK;** no RGB or LAB colors.
- **File formats:** Preferred format is **PDF/X-1a**. Flattened TIF or EPS is acceptable.
- Color must **not** exceed 280%

Submitting files:

- **Disks:** CD-ROMs or DVDs
- **E-mail:** Artwork smaller than 20 MB may be sent to cheryl@keypublishinggroup.com.
- **FTP:** Files may be uploaded to our FTP server. Please call or e-mail us for login information. Once the file(s) is uploaded please notify us.
- **Proofs:** All digital advertising materials must be accompanied by a proof made from the final version of the file. (Note: ink-jet and laser printouts are not proofs and will be used as an approximate "color guide" only.) If you elect not to furnish a proof, it is understood that all responsibility for content and accuracy of reproduction is to be borne by the advertiser, and/or its agency.
- If files are submitted after the artwork deadline, *Make-Up Artist* will not be held responsible for ad reproduction errors.
- The publisher retains the right to reject any advertising not suitable or at variance with *Make-Up Artist's* standards.

Payment:

- Contact your sales representative: **360-882-3488 (toll free: 800-605-6648)** or e-mail sales@makeupmag.com.
- Checks and artwork may be mailed to:

Make-Up Artist Magazine
4018 NE 112th Ave. Suite D-8
Vancouver, WA USA 98682

- Credit card payments are accepted over the phone or via fax.

General Information:

Make-Up Artist magazine reaches Oscar® and Emmy® award-winning make-up artists and industry leaders. Subscribers include make-up artists and enthusiasts in more than 50 countries.

For more information about the magazine and subscriptions visit www.makeupmag.com.

Make-Up Artist magazine produces two make-up industry trade shows each year. The International Make-Up Artist Trade Show (IMATS) is held annually at the end of January in London, England and in Pasadena, California in late June.

We hope to see you at our next show! For tickets, log on to:

<http://makeupmag.com/imats/>