

Circulation: 17,000

Publisher: Michael Key

Managing Editor: Heather Wisner

Art Director: Kyle Shold

Advertising Director: Cheryl Morrill

Contributing Writers: John Calhoun, Bill Corso, Mark Coulier, Brett Glass, John Goodwin, Hillary Johnson, Lauren Kay, Stefanie Knowlton, Barry Koper, Ron Magid, Todd McIntosh, Joe Nazzaro, Charles Porlier, Paul Vale, Cliff Wallace, Michael Westmore and Louie Zakarian

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)



2012 Schedule:

Issue	Artwork	On-Sale
94 Jan / Feb	12/12	1/1
95 Mar / Apr	1/24	3/3
96 May / June	3/21	5/2
97 July / Aug	5/23	7/1
98 Sep / Oct	7/25	9/2
99 Nov / Dec	9/27	11/2

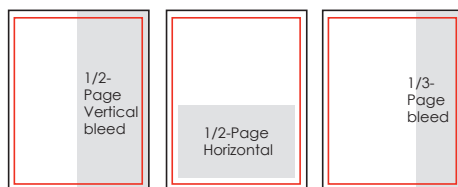
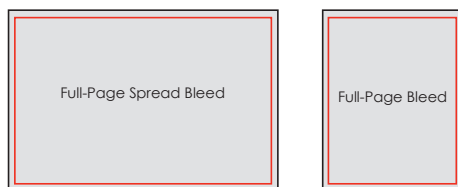
Page trim size:

• **8.375" x 10.875"**

• **For bleed, add 0.125" all around.** Keep all vital images and text at least 0.25" from page edge.

• **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"

Advertising Rates as of August 1, 2011:

Premium Positions	1x	3x	6x
Inside Front Cover (Page 2)	\$3,000	\$2,600	\$2,400
Inside Back Cover	2,600	2,450	2,250
Back Cover	3,500	2,850	2,500
Inside Front Cover Spread (Page 2 & 3)	5,000	4,700	4,500
Center Spread	4,700	4,500	4,000
1/3 Page (Front of Book)	1,595	1,490	1,350
Standard Rates*	1x	3x	6x
Full Page	\$2,500	\$2,200	\$2,000
1/2 Page	1,700	1,600	1,400
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.

File formats and requirements:

- Digital files only at 100% of ad size.
- **Formats:** Hi-res PDF (PDF/X-1a) or flattened TIFF. Illustrator EPS with fonts converted to outlines is acceptable.
- **Color:** CMYK or grayscale. Must not exceed 280%. DO NOT send artwork with spot, pantone or RGB colors.
- **Images:** Must be 300 dpi and flattened.
- **Fonts:** must be embedded or converted to outlines.
- Files submitted that are improperly linked, contain low-res artwork or require missing fonts must be altered before being accepted. A fee of \$150 will be charged for in-house alterations made to bring artwork to print specifications.
- **Proofs:** Laser and inkjet printer output or photocopied material will not be used as "camera-ready" artwork.

Submitting files:

- **Mail:** CD-ROMs or DVDs
Make-Up Artist Magazine
12808 NE 95th Street
Vancouver, WA 98682 USA
 - **E-mail:** Artwork smaller than 10 MB may be sent to cheryl@keypublishinggroup.com.
 - **Upload to Make-Up Artist FTP:**
Host: ftp.makeupmag.com
Login: ads@makeupmag.com
Password: magazinemagic
Directory: Advertising Art
- Once the file is uploaded please notify us immediately.
- For files 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.

Ad reservations:

Cheryl Morrill
360-882-3488, ext. 102 or 800-605-6648
e-mail: cheryl@keypublishinggroup.com.

www.makeupmag.com