

VERTICAL EDITORIAL CALENDAR

Issue	Show / Theme	Ad & Materials Deadline
Feb / Mar 2024		Jan 12, 2024
Apr / May 2024		Mar 15, 2024
June / July 2024		May 10, 2024
Aug / Sept 2024	OEM Survey	July 12, 2024
Oct / Nov 2024		Sept 20, 2024
Dec 2024 / Jan 2025	Photo Contest	Nov 15, 2024

**All shows subject to change.*

For Advertising Inquiries: Call Toll Free 866.834.1114

Associate Publisher **Derek Kast**, derek@mhmpub.com | Classified Advertising Manager **Carla McKay**, carla@mhmpub.com

VERTICAL MAGAZINE DISPLAY SPECS

Ad Zone	Ad Size
Full Page	8.375" w x 10.75" h + 0.125" bleed
1/2 Page Island	4.75" w x 7" h
1/2 Page Horizontal	7.25" w x 4.625" h
1/3 Page Island	4.75" w x 5" h
1/4 Page Island	4.75" w x 3.75" h
Double Page Spread	16.75" w x 10.75" h + 0.125" bleed

VERTICAL MAGAZINE DISPLAY RATES

Ad Zone	1x	3x	6x
Full Page	\$9,567	\$8,185	\$7,730
1/2 Page Island	\$8,045	\$6,884	\$6,500
1/2 Page Horizontal	\$7,275	\$6,224	\$5,878
1/3 Page Island	\$6,168	\$5,276	\$4,983
1/4 Page Island	\$4,511	\$3,859	\$3,644
Double Page Spread	\$13,631	\$11,661	\$11,013

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VERTICALMAG.COM ADVERTISING

Ad Zone	Ad Size	Rate
Take Overs	700 w x 1024 h (Desktop) 800 w x 1600 h (Mobile)	\$6,078
A1	970 w x 100 h Size in pixels Resolution 72dpi	\$2,476
A2	728 w x 90 h Size in pixels Resolution 72dpi	\$2,217
A3	728 w x 90 h Size in pixels Resolution 72dpi	\$1,947
B	300 w x 250 h Size in pixels Resolution 72dpi	\$2,200
C	300 w x 250 h Size in pixels Resolution 72dpi	\$1,463
D	300 w x 250 h Size in pixels Resolution 72dpi	\$1,158
E	300 w x 250 h Size in pixels Resolution 72dpi	\$883
Careers	300 w x 250 h Size in pixels Resolution 72dpi	\$365

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VERTICAL DAILY NEWS ADVERTISING

Ad Zone	Ad Size	Rates
Premium 1 (static)	728 x 90 Size in pixels Resolution 72dpi	\$3,503
Premium 2 - 1 (static)	700 x 375 Size in pixels Resolution 72dpi	\$3,109
Premium 2 - 2 (static)	700 x 375 Size in pixels Resolution 72dpi	\$3,109
Premium 3 (static)	728 x 90 Size in pixels Resolution 72dpi	\$3,066
Premium 4 - 1 (static)	700 x 375 Size in pixels Resolution 72dpi	\$2,824
Premium 4 - 2 (static)	700 x 375 Size in pixels Resolution 72dpi	\$2,824
Premium 5 (Rotates)	700 x 375 Size in pixels Resolution 72dpi	\$2,158
A (Rotates)	300 x 250 Size in pixels Resolution 72dpi	\$1,578

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VERTICAL SUNDAY REVIEW ADVERTISING

Ad Zone	Ad Size	Rates
Premium 1 (static)	728 x 90 Size in pixels Resolution 72dpi	\$1,401
Premium 2 (static)	728 x 90 Size in pixels Resolution 72dpi	\$1,302
A (static)	250 x 250 Size in pixels Resolution 72dpi	\$670
B (static)	250 x 250 Size in pixels Resolution 72dpi	\$592

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