

A M E R I C A N
Curves



MEDIA
KIT
2012

IT'S ALL ABOUT THE GIRLS!



American Curves is one of the hottest men's titles on the planet. With some of the most stunning cover models like Aria, Lucy Pinder, Tera Patrick and Kellie Maines, American Curves is taking sexy to a whole new level. With stunning pictorials, captivating articles and engaging reader interaction, American Curves readership is over 450,000+ per issue! Because, as we like to say, "IT'S ALL ABOUT THE GIRLS!"

READERSHIP & DISTRIBUTION

Circulation 80,000

Readership 450,000

Frequency 4 x per year

Distribution 90% US - 7% Canadian - 3% Foreign

→ ADVERTISING RATES

AD SIZE	1x	4x	COVERS	
Full Page	\$5,680	\$5,170	Cover 2	\$7,100
½ Page	\$3,810	\$3,500	Cover 3	\$6,800
¼ Page	\$2,795	\$2,700	Cover 4	\$7,400

All prices are in Net U.S. dollars and are subject to change without notice.

67

PERCENT OF READERS
SPEND 4 HOURS OR MORE
READING/LOOKING AT
AMERICAN CURVES

2012 PUBLISHING SCHEDULE

COVER DATE	ON SALE	AD CLOSING	MATERIAL
Spring	Jan 17 '12	Nov 14 '11	Nov 21 '11
Summer	Apr 10 '12	Feb 7 '12	Feb 14 '12
Fall	July 3 '12	May 1 '12	May 8 '12
Winter	Sept 25 '12	July 24 '12	July 31 '12



AD SPECIFICATIONS

UNIT	TRIM	LIVE/NON-BLEED	BLEED
Full Page	7.625" x 10.5"	6.75" x 9.5"	7.875" x 10.75"
Spread	15.25" x 10.5"	14.25" x 9.5"	15.5" x 10.75"
½ Page Horizontal	N/A	*6.75" x 4.25"	7.875" x 5.5"
*1/2 Page Horizontal: Position live matter .4" from top and .7" from bottom			
⅓ Page Vertical	N/A	1.9375" x 9.5"	3" x 10.75"
⅓ Page Square	N/A	4.125" x 4.25"	5.125" x 5.5"
¼ Page Vertical	N/A	1.9375" x 4.25"	3" x 5.5"



Magazine Trim: 7.625" x 10.5" (7 5/8" x 10 1/2")

Printing Process: Web Offset

Binding Method: Perfect Bound

MATERIAL REQUIREMENTS

Method of Production:

American Curves is printed by high-speed web offset and is perfect bound. As a result of this process, folding and trimming are subject to variation.

- Please adhere to the live area specifications as stated above.
- Text type should be a minimum of 8 points. Text that is less than 8 points should be 100% black. *American Curves* is not responsible for reproduction of reverse, color or 4 color black type that is less than 8 points.

Requirements:

- All ads must be high resolution, flattened PDF files (Acrobat 4–PDF 1.3 compatible) or saved as PDF-X1a files.
- We do not accept TIFF, JPEG, EPS, AI or other file formats.
- Images and page content must be CMYK or grayscale (no RGB or spot colors accepted), TIFF or EPS (no JPEG) and higher than 280 dpi. Total ink density of images or page content should not exceed 340%.
- All ads with bleed must have .125" (1/8") bleed beyond trim on all four sides.
- Offset crop/registration marks .167" beyond trim OR do not embed.

- More detailed instructions for proper file creation are available on our Ad Shuttle site or by contacting your sales rep.

Spreads and Multiple Page Ads:

- Spread ads must be submitted as spreads.
- Ads with 3 or more pages should be submitted as single pages.
- Gutter allowance not included for spreads. Give .5" (1/2") allowance for type running across page.

Ad Submissions:

- All files must be submitted via the Publisher Studio Ad Portal www.adshuttle.com

Premium Ads and Marketplace:

- Gatefolds, posters, inserts and bind-in/blow in cards may be supplied on CD or DVD or sent via our FTP site. Marketplace ads may be supplied by email. Please contact your sales rep for more details.

General Information:

- Advertiser accepts responsibility for any printing errors resulting from materials supplied other than as specified.