

Newsstand-Only Publications

NEWSSTAND DISTRIBUTION: 250,000

COVER PRICE: \$5.95

Rates	B&W	2C	4C
Page	\$15,320	\$17,290	\$19,755
2/3	11,660	13,145	15,020
1/2	9,190	10,380	11,860
1/3	6,120	6,910	7,905
1/6	3,070	3,460	3,955
2nd, 3rd Cover:			\$21,720
4th Cover:			\$22,720
		Closing	OnSale
Retirement Planning		4/11/08	5/27/08
Success With Your Money		8/15/08	9/30/08
Mutual Funds 2009		12/12/08	02/03/09



Mailing Instructions

All advertising insertion orders, materials and proofs should be sent to:

Kiplinger's Personal Finance
 Advertising Production Department
 1729 H Street, N.W.
 Washington, D.C. 20006
 Attn: Barbara Wilson

For further information, contact:

Carolyn Segree, Production Director
 Tel: (202) 887-6511 Fax: (202) 659-2087
 Email: csegree@kiplinger.com

Barbara Wilson, Production Coordinator
 Tel: (202) 887-6509 Fax: (202) 659-2087
 Email: bwilson@kiplinger.com

Chariya Milindawad, Advertising Coordinator
 Tel: (312) 236-4900 x 1101 Fax: (312) 236-4940
 Email: c.milindawad@jamesgelliott.com

Mechanical Requirements

Cover and text are printed on 40 pound gloss coated paper by web offset. Binding is perfect and gathers to the foot. Materials should comply with SWOP, appearing in SRDS Print Media Production Data.

	Bleed	Non-Bleed
Full Page	8.25" x 10.75"	7" x 9.571"
Spread	16.25" x 10.75"	15" x 9.571"
2/3 Pg Vert.	5.125" x 10.75"	4.506" x 9.571"
1/2 Pg Hor.	8.25" x 5.135"	7" x 4.645"
1/2 Pg Hor. Spread	16.25" x 5.135"	15" x 4.645"
1/3 Pg Vert.	2.721" x 10.75"	2.096" x 9.571"
1/3 Pg Square		4.506" x 4.645"
1/6 Pg		2.096" x 4.645"

TRIM SIZE: 8" x 10.5"

Trim bleed allowance is 1/8" (0.125) on all sides. Type Safety: 3/16" (0.1875) from all edges and either side of gutter on spreads.

DIGITAL ADS (Full Page)

For full page advertisements, the preferred file format will be a raster file. The most common of these are TIFF/IT, DCS2 and CT/LW (CT=300 dpi/LW=2400 dpi). It is also possible to produce rastered PDF files, but care should be taken here because most PDFs are in vector format. All full-page ads, whether PDF/X-1a compliant or not, will require a proofing cycle to verify content and positioning regardless of the file format.

COLOR PROOFS

A hardcopy proof must accompany each submitted file. Color proofs may be grouped into two general categories:

- 1) Contract Proofs
- 2) Color Guidance

A Contract Proof is defined as one that meets SWOP Specifications. This includes using a SWOP approved color bar and matching SWOP for color gamut, color balance, dot gain and printing substrate. A Color Guidance Proof is defined as one that does not meet some or all criteria of a Contract Proof. Because it does not conform as closely to industry specifications, a proof of Color Guidance quality may not be matched as closely as will be a Contract Proof.

DIGITAL ADS (Partial Page)

Partial ad files should be provided from the advertiser in their original format whenever possible. The preference would be Mac-based Quark files that have been collected and grouped with any fonts that were used on a Zip disk or CD.

Furnished materials will be returned or forwarded only on specific written request. Otherwise, materials will be held for one year and discarded.