Advertising with LARA

Us Weekly

United States

Magazine placements

Standard, cover and special formats

The print card lists full page, two-thirds, half, third, quarter and sixth-page options, plus spreads in four-colour and black and white. Four-colour cover positions are 2, 3 and 4. Gatefolds, inserts and scent strips are special units. Covers and special units close 30 days before general ad close, or 60 days before the close for awards or franchise issues.

Full page and spread

Full page trim 7.875 × 10.5 in, bleed 8.125 × 10.75 in and safe/non-bleed 7.375 × 10 in. Spread trim 15.75 × 10.5 in, bleed 16 × 10.75 in and safe/non-bleed 15.25 × 10 in. Allow 0.125 in bleed at the four edges and keep headlines and body text 0.125 in clear on each side of the gutter.

Print artwork

Supply a one-page, vector-based composite PDF/X-1a. Use CMYK or greyscale and embed fonts. Image resolution is 200–400 dpi with 300 dpi preferred. Colour proofs are optional.

UsMagazine.com, email and social

Display and programmatic buying

Display units include the 970 × 250 px desktop Billboard, 728 × 90 px Leaderboard, 300 × 600 px desktop Half Page and 300 × 250 px cross-platform Box. Mobile Billboards use 320 × 100, 320 × 50, 300 × 100 or 300 × 50 px. Buying options include Private Auction, Preferred and Programmatic Guaranteed. High-impact formats include homepage takeovers, expandables and custom rich media.

Display artwork deadlines

Standard listed JPEG units have a 60 KB limit. Billboard, Half Page and Box allow 200 KB initial and 1 MB subsequent loads. Leaderboard and Mobile Billboard allow 150 KB initial and 300 KB subsequent loads. Animation runs at up to 24 frames per second for at most 15 seconds. Allow five business days for standard, HTML5 or rich-media assets and 20 for custom site-built units.

Newsletter, video and Instagram

Newsletter Billboard/Box uses a site-served JPEG at 970 × 250 or 300 × 250 px, up to 60 KB. Pre-roll is 15 seconds at 640 × 360 px, 16:9, with a 4 MB maximum and MOV format in the spec. The mobile Instagram interstitial uses a 1080 × 1920 px static image, landing-page URL and the brand's handle for the paid-partnership label.

Enquire with LARA

Tell us your audience, budget and timing. We'll confirm the placements, price, delivery dates and artwork requirements before you book.

contact@laramediagroup.com

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