Advertising with LARA

PEOPLE, Real Simple

United States

PEOPLE print

National and regional placements

National formats include full-page, two-thirds, half-page and third-page ads in four-colour or black and white, and four-colour cover positions 2, 3 and 4. Qualifying full-run ads appear in print and the digital edition. Some issues allow state and metropolitan placements. Standard insert cards measure 6 × 4 1/4 in, with a 5% allowance in quantities. Four-page signatures and custom die-cut inserts are also listed.

Full page and spread

Full page trim 7 7/8 × 10 1/2 in, bleed 8 1/8 × 10 3/4 in and safe/non-bleed 7 1/8 × 10 in. Spread trim 15 3/4 × 10 1/2 in, bleed 16 × 10 3/4 in and safe/non-bleed 15 × 10 in. Keep live matter 1/4 in from each side of the spread centre.

Print production

Supply single-page or spread PDF/X-1a files with fonts and art embedded. Use CMYK or greyscale, 300 dpi for images and 2,400 dpi for line art, with maximum ink coverage of 300%. Bleed extends 1/8 in beyond each trim edge.

Real Simple print

Mechanical sizes

The 2027 full page trims to 9 × 10 7/8 in and requires 9 1/4 × 11 1/8 in with bleed and 8 1/2 × 10 3/8 in safe/non-bleed. Spread is 18 × 10 7/8 in trim, 18 1/4 × 11 1/8 in bleed and 17 1/2 × 10 3/8 in safe/non-bleed. The same table lists three vertical fractional ads, three horizontal fractional ads, a horizontal half-page spread and a square third-page. Supply a four-colour composite PDF/X-1a to SWOP standards.

People Inc. digital

Portfolio advertising

People Inc. identifies D/Cipher+, native campaigns, social platforms, email and affinity marketing as examples of advertising revenue outside sessions across its own and affiliated sites.

Ask LARA to confirm current availability and the final specification for your selected placement.

Enquire with LARA

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

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