



Howdy from Austin, Texas!

I tried it, I liked it, and we're gonna keep doing it. No, I'm not talking about the print magazine's longevity here (at 24 years), but as a matter of fact, I have lots of fight, energy, spunk and attitude for another 24+ years. I'm actually talking about our new trim size. I tried it out with our March/April, May/June and July/August issues and I'm very happy with the results. It saves us postage, paper and ink costs, less paper consumption, etc. It's all good.

So, I thought I'd share with you (to share with your various art departments) the new specs for HM Magazine:

Full-Page

trim size = 8" wide x 10.5" tall

bleed area = 8.25" x 10.75"

LIVE AREA = 7.5" x 10"

Half-Page

ad size = 7.5" wide x 4.875" tall

Quarter-Page

ad size = 3.625" wide x 4.875" tall

Eighth-Page

ad size = 3.75" wide x 2" tall

Thanks for your time. If you have any questions, please give me a shout.

Doug Van Pelt

Editor

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est. 1985

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