



## 2025 Media Kit

General Information | Effective starting with May/June 2025 Issue

### GENERAL RATES

#### 4-COLOR

Back cover	\$2,070
Cover 2	\$1,610
Cover 3	\$1,610

#### BLACK & WHITE

Full page	\$1,150
1/2 page-horizontal	\$690

*\*Rates include both print and digital editions. Prices are per issue. Magazine is published 6 times annually; all double issues. No extra charge for color digital-edition ad.*

### WEBSITE AD RATES

Web ad (1-month)	\$287.50
Web ad (3-month)	\$747.50

### AD CLOSING / ON SALE DATES

2025 Issue	Print Ad Closing	Print On Sale	Digital Ad Closing	Digital On Sale
January/February	09/11/24	12/12/24	10/11/24	12/07/24
March/April	11/13/24	02/14/25	12/13/24	02/09/25
May/June	01/15/25	04/09/25	02/14/25	04/04/25
July/August	03/11/25	07/15/25	04/10/25	07/15/25
September/October	05/06/25	08/13/25	06/12/25	08/08/25
November/December	07/08/25	10/15/25	08/14/25	10/10/25

## Advertise in Analog & Asimov's!



Enjoy  
a Savings  
of 20%

Double Your  
Reach!

### DISPLAY AD RATES

4-COLOR	ANALOG ONLY	ANALOG/ ASIMOV'S
Back cover	\$2,070	\$3,726
Cover 2	\$1,610	\$2,898
Cover 3	\$1,610	\$2,898

### WEBSITE AD RATES

#### ANALOG WEBSITE

Web ad (1-month)	\$287.50
Web ad (3-month)	\$747.50

#### ANALOG & ASIMOV'S WEBSITES

Web ad (1-month)	\$460
Web ad (3-month)	\$1,380

#### BLACK & WHITE

Full page	\$1,150	\$2,070
1/2 page-horizontal	\$690	\$1,242

\*Rates include both print and digital editions. Prices are per issue. Magazine is published 6 times annually; all double issues. No extra charge for color digital-edition ad.

### Payments

All ads must be prepaid. Make check or money order payable to Must Read Magazines. We accept Visa, MC, AMEX and Discover. To pay by credit card please contact our Advertising Sales Department. Payments must be in U.S. funds.

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DISPLAY AD SPECS | Effective starting with May/Jun 2025 Issue

## AD SIZES

Magazine trim size is 5.875 x 8.5 in.

DISPLAY AD SIZES	LIVE/ SAFETY	BLEED
Cover 2	5.125 x 7.75	6.375 x 9.0
Cover 3	5.125 x 7.75	6.375 x 9.0
Back cover	5.125 x 7.75	6.375 x 9.0
Full page	5.062 x 7.75	6.375 x 9.0
1/2 page-horizontal	4.875 x 3.75	n/a

## PRINT/DIGITAL SPECS

Accepted Formats: Press Quality-PDF<sup>†</sup>, EPS, JPG

Fonts: All fonts should be embedded or saved as outlines

### Color Images (Cover):

For print: All covers must be CMYK, 1200 dpi, embedded

For digital: RGB, 600 dpi, embedded

### Black/White Images (Interior):

For print: Interior pages must be grayscale, 1200 dpi, embedded

For digital: Grayscale, 600 dpi, embedded

### <sup>†</sup>PDF Settings

#### GENERAL:

Compatibility: Acrobat 4 (PDF 1.3)

Options: Optimize for Fast Web View

#### COMPRESSION:

Color Images: Do Not Downsample; Compression: Zip

Grayscale Images: Do Not Downsample; Compression: Zip

Monochrome Images: Do Not Downsample; Compression: CCITT Group 4

Select 'Compress Text and Line Art'

Deselect 'Crop Image Data to Frames'

#### MARKS AND BLEED:

##### For Print:

Select 'Crop Marks' and 'Page Information'

Type: Default; Weight: 0.25 pt; Offset: 0.25 in (1p6)

Bleed: 0.25 in (1p6) all around

Select 'Include Slug Area'

For Digital: None

#### OUTPUT:

Color Conversion: No Color Conversion

Profiles Inclusion Policy: Don't Include Profiles

#### ADVANCED:

Transparency Flattener Preset: High Resolution

## WEBSITE AD SPECS

Format: JPG, PNG or GIF

Images: RGB full color, or grayscale, 300 dpi

URLs: Provide URL links separately with instruction

*Ad will be displayed on the homepage with a link to your website or other URL if provided.*

Actual website ad size  
280 x 230 px

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## RELATIVE AD SIZES



## ADVERTISING TERMS & CONDITIONS

- A. All advertisements are accepted and published upon the representation that the advertiser and/or advertising agency are authorized to publish the contents and subject matter thereof. In consideration of the publication of advertisements, the advertiser and/or advertising agency will indemnify and save 1 Paragraph, Inc. harmless from and against any loss or expense arising out of publication of such advertisements; including, without limitation, those resulting from claims or suits for libel, violation of right of privacy, plagiarism or copyright infringements.
- B. 1 Paragraph, Inc. shall not be subject to any liability whatever for any failure to publish or circulate all or any part of any issue or issues because of strikes, work stoppages, accidents, fires, acts of God or any circumstances not within the control of 1 Paragraph, Inc.
- C. The maximum liability assumed by 1 Paragraph, Inc. for any display advertisement is the total amount paid by the advertiser and/or advertising agency for the ad. The advertiser and/or advertising agency indemnifies 1 Paragraph, Inc. against all costs exceeding this amount. No adjustment will be made for errors that do not materially affect the value of the advertisement.
- D. 1 Paragraph, Inc. reserves the right to reject or cancel any advertising, for any reason, at any time. We also reserve the right to request any advertiser to submit literature and/or merchandise prior to acceptance of advertisement.
- E. Errors must be reported to 1 Paragraph, Inc. upon the publication of the first issue in which the advertisement is scheduled to appear. 1 Paragraph, Inc. will not be responsible, nor will any credits be given, for advertising errors not reported after publication of the first issue.
- F. Position requests are not accepted. Advance proofs of ads are not submitted. Also, 1 Paragraph, Inc. will not be bound by other conditions, printed or otherwise, appearing on contracts, orders, or copy instructions that conflict with the provisions of the corresponding rate card.
- G. All rates are subject to change with thirty (30) days' notice. All ads must be prepaid. If a website ad is cancelled, credit will be based on duration period. Make check or money order payable to Must Read Magazines. Canadian ads must be paid in U.S. funds. There is a \$30 charge for returned checks. We accept Visa, MasterCard, American Express, and Discover. Cancellations and copy changes are accepted only in writing and must be received on or before the closing date of scheduled issues.

