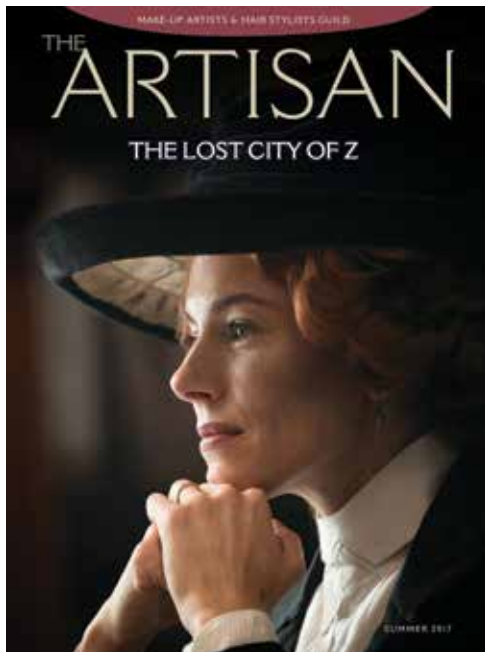


*The Official Quarterly Magazine of the Make-Up Artists & Hair Stylists Guild*

PROFILE 2018



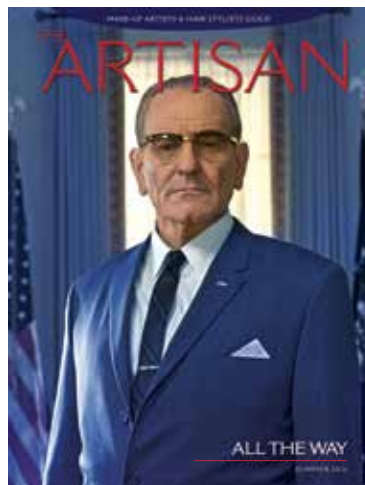
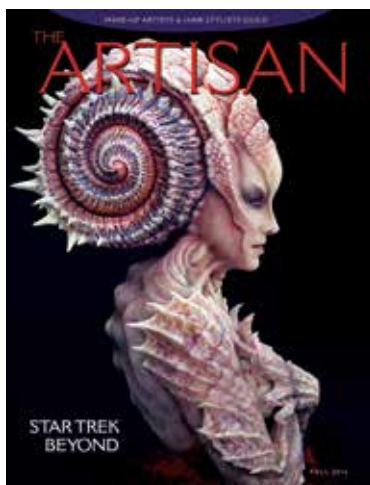
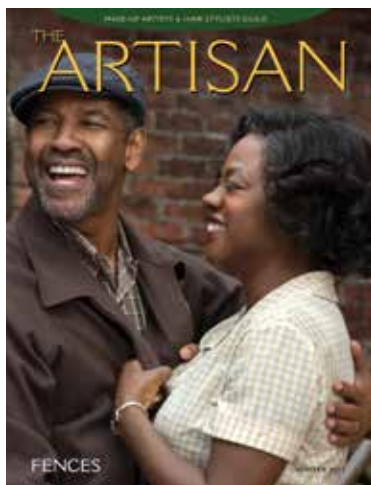
**CIRCULATION:** 2,775  
**EDITOR:** Jeff Angell  
**PUBLISHER:** IngleDodd Media  
**FOUNDED:** 1963  
**FREQUENCY:** Quarterly  
**PROFESSIONAL ASSOCIATION:**  
Make-Up Artists & Hair Stylists Guild  
(IATSE Local 706)  
**READERSHIP:** All members of the  
Make-Up Artists & Hair Stylists  
Guild, including artists in film,  
television, commercials, theater, live  
performance, videotape and digital  
media.

**The Artisan** is the only official publication of the Make-Up Artists & Hair Stylists (MUAHS) Guild, and is guaranteed to deliver your message to 100% of this exclusive membership. With editorial curated specifically for their craft, copies are mailed to all 2,100 MUAHS Guild members quarterly with a companion digital/mobile version emailed at the same time. An additional 675 copies are mailed to select make-up and hair team members and beauty professionals who work with the Guild.

The members of the MUAHS Guild are the critical decision makers and style influencers whose high-profile work drives global consumer spending on style and beauty products. Having their attention year-round is critical as they make hundreds of decisions that affect your business. No one else has the complete access or the pre-qualified attention of these make-up and hair styling professionals.



# SCHEDULE 2018

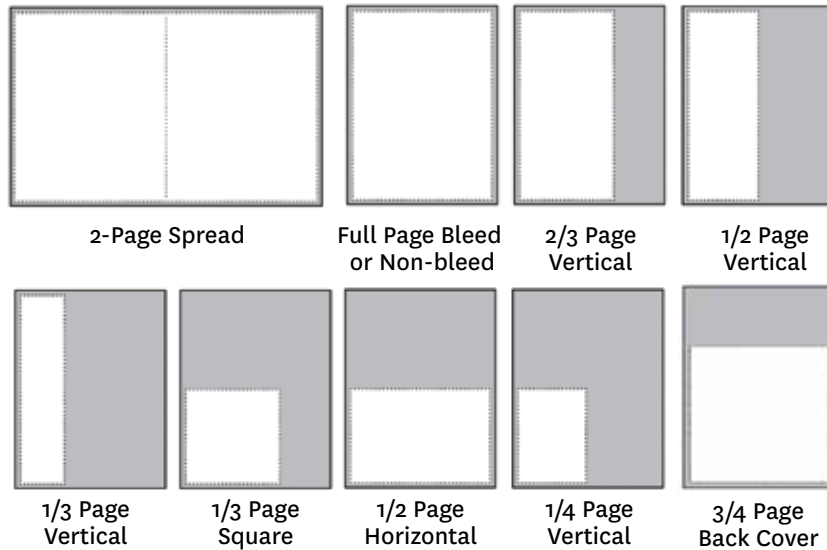


	Space Reservation	Art Deadline	Mailing Date
<b>Fall 2017</b>	<b>Nov 10</b>	<b>Nov 17</b>	<b>Nov 30</b>
<b>Winter 2018</b>	<b>Jan 10</b>	<b>Jan 17</b>	<b>Jan 26</b>
<b>Spring 2018</b>	<b>May 11</b>	<b>May 18</b>	<b>May 31</b>
<b>Summer 2018</b>	<b>July 17</b>	<b>July 23</b>	<b>Aug 2</b>
<b>Fall 2018</b>	<b>Nov 9</b>	<b>Nov 16</b>	<b>Nov 30</b>

- The Artisan is published quarterly
- Premium Positions are available on a first-come, first-served basis
- Mailing dates are subject to slight variations



## AD SIZES AVAILABLE



## AD DIMENSIONS

<b>2-Page Spread</b>	<b>Non-bleed: 15.75”w x 9.875”h</b>	<b>Bleed: 17”w x 11.125”h</b>
<b>Full Page</b>	<b>Non-bleed: 7.25”w x 9.875”h</b>	<b>Bleed: 8.625”w x 11.125”h</b>
<b>2/3 Page Vertical</b>	<b>Non-bleed: 4.875”w x 9.875”h</b>	
<b>1/2 Page Horizontal</b>	<b>Non-bleed: 7.25”w x 4.875”h</b>	<b>Bleed: 8.625”w x 5.625”h</b>
<b>1/2 Page Vertical</b>	<b>Non-bleed: 3.50”w x 9.875”h</b>	
<b>1/3 Page Vertical</b>	<b>Non-bleed: 2.25”w x 9.875”h</b>	
<b>1/3 Page Square</b>	<b>Non-bleed: 4.875”w x 4.875”h</b>	
<b>1/4 Page Vertical</b>	<b>Non-bleed: 3.50”w x 4.875”h</b>	
<b>3/4 Page Back Cover</b>	<b>Non-bleed: 7.875”w x 7.50”h</b>	<b>Bleed: 8.625”w x 8”h</b>

Any ad that does not meet the requirements and sizes of this spec sheet will have to be altered to fit our specifications. We do not assume responsibility for such alterations.

**MAGAZINE TRIM:** 8.375”w x 10.875”h. Bleed: add 1/8” all around. Keep vital images at least 1/4” from trim. 2-page spread keep text 1/8” away from gutter on both sides.

**FILE FORMATS:** Only the following formats are accepted and must be Mac-readable: InDesign, Hi-res PDF (Acrobat PDFx/1-a preferred), Illustrator EPS (fonts must be converted to outlines) and Photoshop JPEG (300 dpi)

**FILE REQUIREMENTS:** Digital files must be 100% magazine ad size (see dimensions above)

- Colors: All images and colors must be converted to CMYK process colors or grayscale
- Resolution: 300 dpi for CMYK or grayscale, 1200 for line art. No spot colors or RGB
- Fonts: All fonts used to create PDFs must be embedded or converted to outlines. Choose bold, italic, and other styles from the font menu. DO NOT use truetype fonts
- All files, must be linked, flattened with no transparencies.
- ALL ad files MUST contain the ADVERTISER’S NAME

**FILE DELIVERY:** Electronic Files Only (in order of preference):

» **Via IngleDodd FTP server:** Host: [www.ingledoddmedia.net](http://www.ingledoddmedia.net) Username: adart | Password: adart1

Place your ad in the MUAHS/artisan folder (fax proof to 310.207.2110)

» **Via Email** (files must be under 5MB): [artwork@ingledodd.com](mailto:artwork@ingledodd.com) (fax proof to 310.207.2110)

» **Via Mail CD or DVD** (include color proof): IngleDodd Media, Attn: Production Dept.

11661 San Vicente Blvd., Suite 709 | Los Angeles, CA 90049

