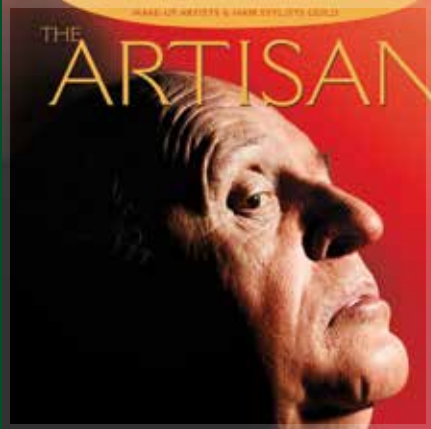


# MAKE-UP ARTISTS & HAIR STYLISTS GUILD

The Make-Up Artists & Hair Stylists Guild, IATSE Local 706, is the official labor union for artists in feature films and television, commercials, live network television, all types of theatrical productions, and Disneyland theme parks.



PRINT

DIGITAL

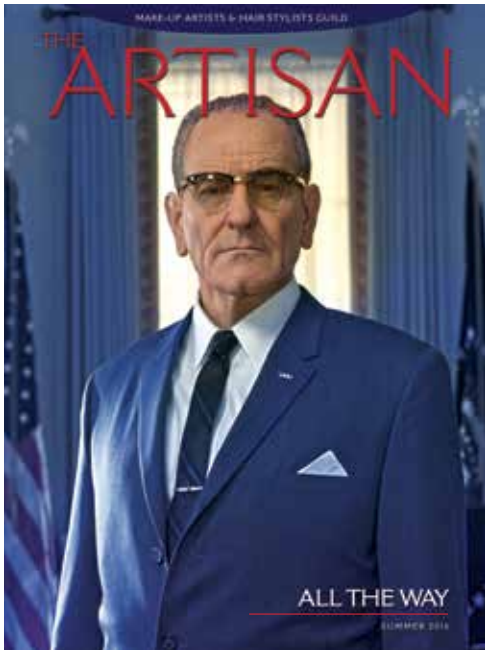
EVENTS

ADDITIONAL  
MARKETING



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

PROFILE 2016/17



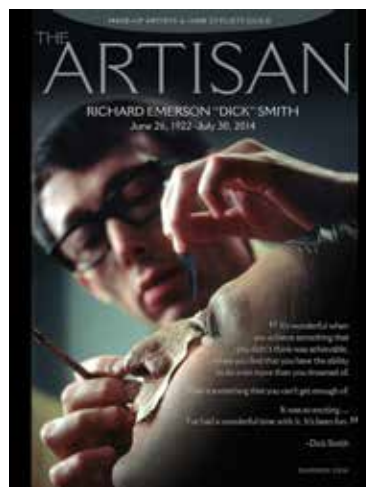
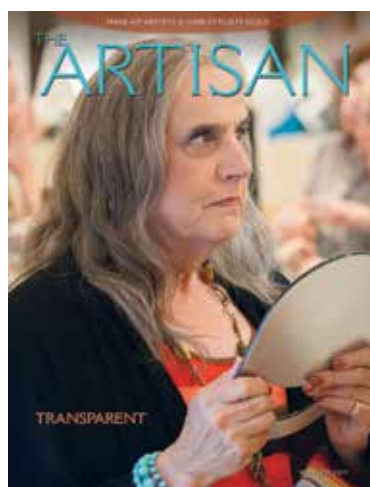
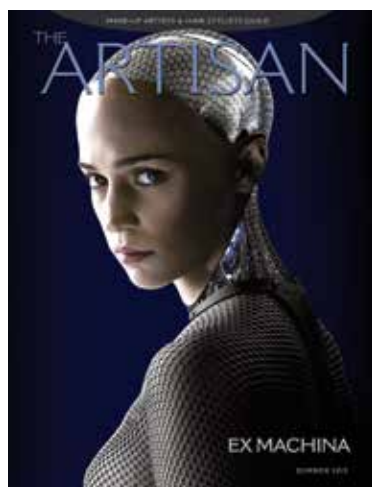
**CIRCULATION:** 2,675  
**EDITOR:** Jeff Angell  
**PUBLISHER:** IngleDodd Media  
**FOUNDED:** 1963  
**FREQUENCY:** Quarterly  
**PROFESSIONAL ASSOCIATION:**  
Make-Up Artists & Hair Stylists Guild  
(IATSE Local 706)  
**READERSHIP:** All members of the  
Make-Up Artists & Hair Stylists  
Guild, including artists in film,  
television, commercials, theater, live  
performance, videotape and digital  
media.

**The Artisan** is the official quarterly publication of the Make-Up Artists & Hair Stylists Guild, IATSE Local 706. This exclusive publication is not available on newsstands and not for the general public. 2,675 copies are printed each quarter and are mailed directly to every single Guild member, with select distribution to other make-up and hair team members and professionals.

The readers of **The Artisan** represent the working union Make-Up Artists & Hair Stylists in film, television, commercials, theater, videotape and digital media. These are the creative individuals who will determine what products and services will be used on a production for celebrities, working actors & actresses, and special make-up effects. These Guild members also represent the majority of the Make-Up Artists & Hair Stylists branch voters for the Academy and Emmy Awards, and 100% of the Guild's own MUAHS Awards Show.

**The Artisan** offers advertisers the only guaranteed method of reaching all members of this exclusive Guild with your ad message. These trendsetters not only make all make-up and hair product decisions on a production, but their choices have a huge influence on consumer spending worldwide. There is simply no other group that has the trust of celebrity performers, or the professional credibility, to put your make-up or hair brand 'in the spotlight.' They are the most important target you can reach, and you now have an inexpensive ad vehicle to help maintain a consistent and thorough presence year-round.





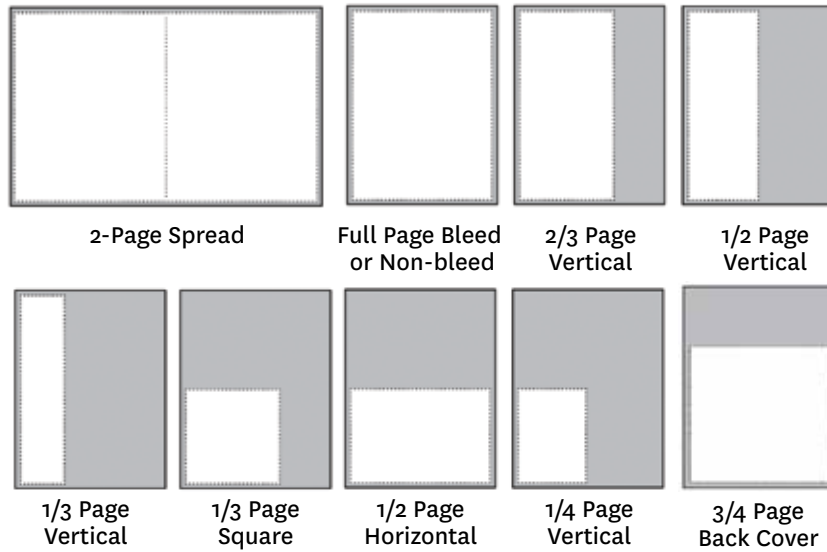
# SCHEDULE 2016/17

	Space Reservation	Art Deadline	Mailing Date
<b>Fall 2016</b>	<b>Nov 11</b>	<b>Nov 18</b>	<b>Dec 2</b>
<b>Winter 2017</b>	<b>Jan 17</b>	<b>Jan 18</b>	<b>Jan 26</b>
<b>Spring 2017</b>	<b>May 12</b>	<b>May 19</b>	<b>May 31</b>
<b>Summer 2017</b>	<b>July 19</b>	<b>July 21</b>	<b>Aug 4</b>
<b>Fall 2017</b>	<b>Nov 10</b>	<b>Nov 17</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

