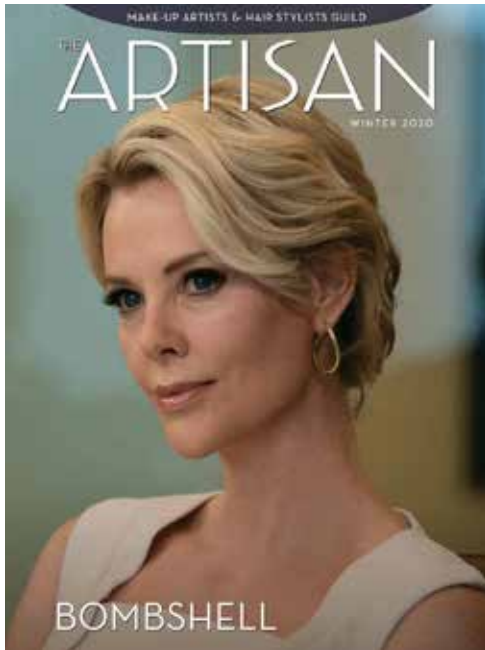


The Official Quarterly Magazine of the Make-Up Artists & Hair Stylists Guild

PROFILE 2020



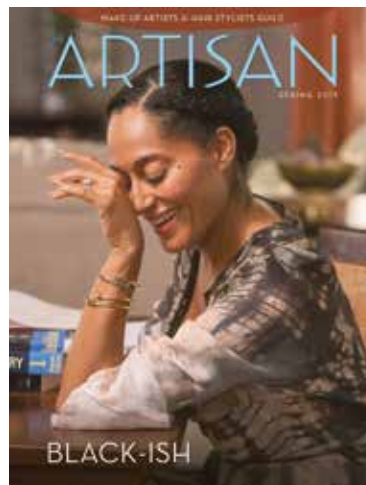
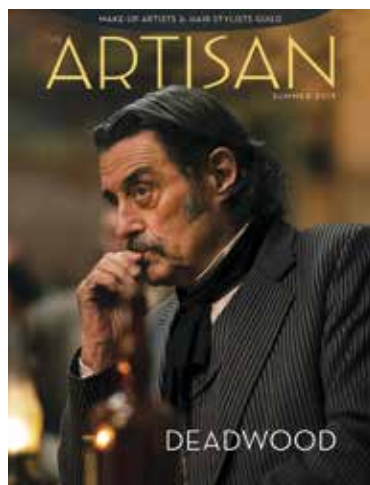
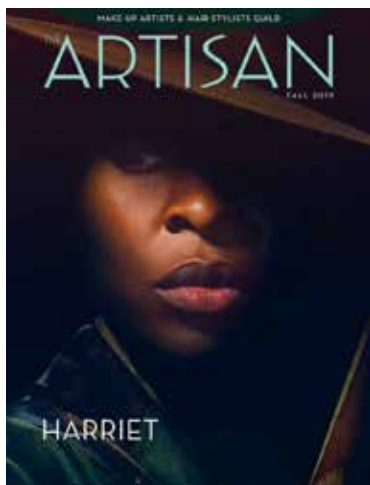
CIRCULATION: 2,775
EDITOR: Adam Brandy
PUBLISHER: IngleDodd Media
FOUNDED: 1963
FREQUENCY: Quarterly
PROFESSIONAL ASSOCIATION:
Make-Up Artists & Hair Stylists Guild
(IATSE Local 706)
READERSHIP: All members of the
Make-Up Artists & Hair Stylists
Guild, including artists in film,
television, commercials, 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 2020

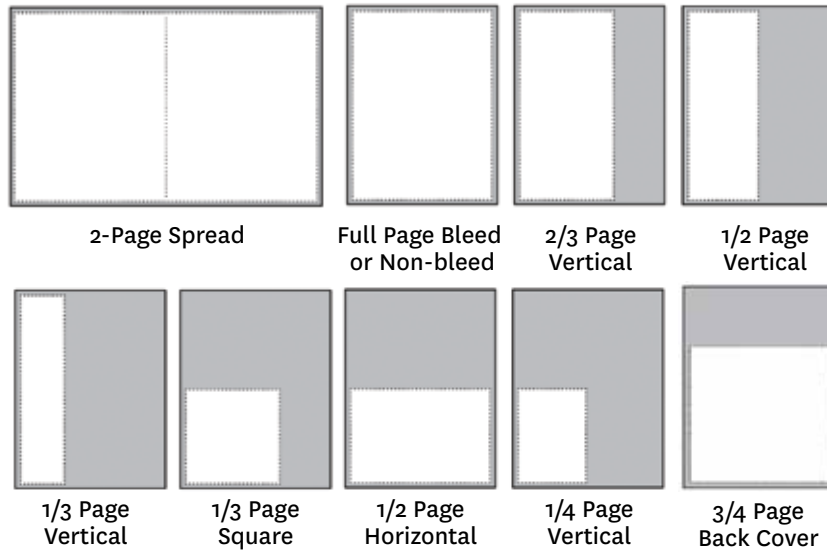


	Space Reservation	Art Deadline	Mailing Date
Spring 2020	May 8	May 15	June 1
Summer 2020	July 30	Aug 3	Aug 13
Fall 2020	Nov 6	Nov 13	Dec 3

- *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

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

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 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 (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

