MECHANICAL REQUIREMENTS

SAFETY:
½" from trim

GUTTER SAFETY:
All type and elements ⅛" each side of gutter

DIGITAL FILES:
PDF/X-1a

PROOFS:
Two digital proofs, which meet SWOP specification

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	UNIT SIZES	SPACE SIZES (WxH)	TRIM	LIVE
BLEED SIZES	Full Page	10 ¼ x 12 ¼	10 x 12	9 x 11
	Full Spread	20 ¼ x 12 ¼	20 x 12	19 x 11
	Half Spread	20 ¼ x 6 ⅛	20 x 5 ⅞	19 x 4 ⅞
	¾ Page Vertical	7 ⅜ x 12 ¼	7 ⅛ x 12	6 ⅛ x 11
	⅔ Page Vertical	6 ⅝ x 12 ¼	6 ⅜ x 12	5 ⅜ x 11
	½ Page Horizontal	10 ¼ x 6 ⅛	10 x 5 ⅞	9 x 4 ⅞
	½ Page Vertical	5 ⅛ x 12 ¼	4 ⅞ x 12	3 ⅞ x 11
	⅓ Page Horizontal	10 ¼ x 4 ⅛	10 x 3 ⅞	9 x 3 ⅜
	⅓ Page Vertical	3 ½ x 12 ¼	3 ¼ x 12	2 ¼ x 11
	¼ Page Vertical	2 ¾ x 12 ¼	2 ½ x 12	1 ½ x 11
	¼ Page Vertical	4 ½ x 5 ¾	4 ¼ x 5 ½	3 ¾ x 5
NON-BLEED SIZES	Full Page	8 ¾ x 10 ⅝		
	Full Spread	18 ⅝ x 10 ⅝		
	Half Spread	18 ⅝ x 5 ⅜		
	¾ Page Vertical	6 ½ x 10 ⅝		
	⅔ Page Vertical	5 ⅝ x 10 ⅝		
	½ Page Horizontal	8 ¾ x 5 ⅜		
	½ Page Vertical	4 ¼ x 10 ⅝		
	⅓ Page Horizontal	8 ¾ x 2 ⅞		
	⅓ Page Vertical	2 ⅝ x 10 ⅝		
	¼ Page Vertical	2 x 10 ⅝		
	¼ Page Square	3 ¾ x 5		

2013 RATE CARD

ESPN THE MAGAZINE | RATE BASE: 2,000,000

		OPEN	3X	6X	12X	18X	24X	36X	50X
FULL COLOR	Full Page	237,436	230,334	225,585	213,712	208,963	201,839	192,341	180,468
	¾ Page	218,461	211,908	207,538	196,615	192,246	185,692	176,954	166,031
	½ Page	163,846	158,931	155,654	147,461	144,184	139,269	132,715	124,523
	⅓ Vertical	106,856	103,650	101,513	96,170	94,033	90,828	86,553	81,211
	¼ Page	92,609	89,830	87,978	83,348	81,496	78,717	75,013	70,383
BLACK & WHITE	Full Page	189,966	184,267	180,468	170,970	167,170	161,471	153,873	144,374
	¾ Page	174,769	169,526	166,031	157,292	153,797	148,554	141,563	132,824
	½ Page	131,077	127,145	124,523	117,969	115,348	111,415	106,172	99,618
	⅓ Vertical	85,485	82,920	81,211	76,936	75,227	72,662	69,243	64,969
	¼ Page	74,087	71,864	70,383	66,678	65,196	62,974	60,010	56,306
COVERS	2nd Cover + Page 1	522,408	506,735	496,287	470,167	459,719	444,046	423,150	397,030
	3rd Cover	237,436	230,334	225,585	213,712	208,963	201,839	192,341	180,468
	4th Cover	308,695	299,435	293,261	277,826	271,652	262,391	250,043	234,608

BLEED:
No additional charge.

SUPPLIED INSERTS:
Rates and mechanical specifications are available upon request.

Rates are effective as of 1/7/13 issue.

Frequency discounts earned on insertions placed over a one year period.

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ESPN THE MAGAZINE 2013 EDITORIAL CALENDAR

ISSUE DATE	ON-SALE DATE	AD CLOSE DATE	PREMIUM AD CLOSE DATE	ISSUE THEMES	IPAD	MARKETING PLUS
Jan 7	Dec 28	Dec 7	Nov 9	**NEXT Double Issue:** Cross-platform treatment of NEXT: *The Mag's* definitive take on who and what will matter most in the sports world over the coming weeks, months and years. **Other Topics Covered:** Bowl games preview, Australian Open, Winter X Games	**January App** Includes the following issue: Jan 7	**Event:** Winter X Games in Aspen, Colo.
Feb 4	Jan 25	Jan 4	Dec 7	**Perfect:** If you want to get an athlete talking, ask him how he does his job. The intricacies of the games will be revealed in the most minute details in the perfect issue, which will examine whose technique is best in every sport, from throwing a spiral to shooting a free throw to making a stick save. **Other Topics Covered:** Super Bowl, NHL All-Star Game, College football signing period	**February App** Includes the following issues: Feb 4 and Feb 18	**Advertorial(s):** The Ultimate Big Game Party Guide, The Score for the Big Game **Event:** NEXT in New Orleans
Feb 18	Feb 8	Jan 18	Dec 21	**Music:** The games we love all have a score of their own—and we're not talking numbers. From the songs each pitcher chooses when he enters a game to the ones that stream through the headphones during game prep, its the ultimate sports playlist. **Other Topics Covered:** NBA All-Star Game, NASCAR Sprint Cup Preview		
Mar 4	Feb 22	Feb 1	Jan 4	**Analytics:** Between Moneyball and the Red Sox's return to World Series glory, baseball analytics have become as much a part of the game as balls and strikes. But new metrics now dominate in all sports, from the NFL to soccer. What are the latest, greatest ideas, and who are the players, coaches, teams and brains benefiting from them most? **Other Topics Covered:** World Baseball Classic	**March App** Includes the following issues: Mar 4 and Mar 18	
Mar 18	Mar 8	Feb 15	Jan 18	**One-Day, One-Game:** *ESPN The Magazine* will take its readers behind the scenes for an inside look at where readers never get to go-on the court and behind the scenes at a college basketball game. From coaching strategy to player prep to fan traditions, our editors will reveal everything that goes into bringing a college basketball game to life. **Other Topics Covered:** NCAA basketball tournament, France Global X		
Apr 1	Mar 22	Mar 1	Feb 1	**MLB: The Preview:** Every April, hope springs eternal for MLB's 30 teams and their fans. This issue covers each team's chances for the coming season and the storylines sure to come into play. **Other Topics Covered:** UEFA Champions League Soccer quarterfinals	**April App** Includes the following issues: Apr 1, Apr 15, Apr 29	**Advertorial:** The Score for spring
Apr 15	Apr 5	Mar 15	Feb 15	**The Photo Issue:** In portraits, action photos and fly-on-the-wall reporting, *The Mag* will tell the story of sports through the lens of the greatest photographers in the world. **Other Topics Covered:** Stanley Cup playoffs, Masters golf		**Advertorial:** Tribeca Sports Film Festival
Apr 29	Apr 19	Mar 29	Mar 1	**NFL Draft:** *ESPN The Magazine* is all about what's NEXT in sports, and no event showcases this platform more than the NFL Draft. This issue puts the NFL's NEXT great stars on display. **Other Topics Covered:** NBA playoffs		**Advertorial:** The NFL Draft Moving Kit **Event:** Pre-Draft Event in NYC
May 13	May 3	Apr 12	Mar 15	**Mag15 (Double Issue):** Celebrating all the best and worst in sports over the past 15 years. **Other Topics Covered:** Kentucky Derby; UEFA Champions League final, French Open	**May App** Includes the following issue: May 13	
Jun 10	May 31	May 10	Apr 12	**Taboo:** The things we are really talking about when we talk about Jeremy Lin or Tim Tebow or Seimone Augustus. Decoding the language of race, religion and homosexuality in sports. **Other Topics Covered:** NBA Finals, Belmont, U.S. Open golf, Stanley Cup Finals	**June App** Includes the following issues: Jun 10, Jun 24, Jul 8	**Advertorial:** The Score for Father's Day
Jun 18	Jun 18 on newsstands for 3 months	May 3	Apr 19	**NFL Fantasy Guide SIP:** Mock draft with ESPN experts? Got it. More player scouting reports than any other fantasy publication? Done. Enough inside-the-game secrets to topple your old college roommate? That, too. From Matthew Berry to Mel Kiper, this year's edition of ESPN's best-selling fantasy football stand-alone will utilize all of the company's award-winning experts doing more than any other competitor: more sleepers, more busts, more insider tips, more strategy, more player reports, more of everything that fantasy owners need to dominate their drafts.		
Jun 24	Jun 14	May 24	Apr 26	**Money:** Who in sports earns more than he deserve? Who earns less? And how do fans win and lose as the superstars cut their deals and the moguls stack the deck? In the *Mag's* annual market analysis, we make sense of the dollars. **Other Topics Covered:** NBA draft, Wimbledon		**Advertorial:** Wimbledon Special Section
Jul 8	Jun 28	Jun 7	May 10	**Youth Sports:** Kids being recruited at 10. Parents asking their sons to specialize at 8. Building the perfect baby for any sport. Where are youth sports headed?		
Jul 22	Jul 12	Jun 21	May 24	**Body (Double Issue):** *The Magazine's* franchise celebration and exploration of the athletic form. **Other Topics Covered:** MLB All-Star Game, British Open golf; summer X Games, PGA Championship	**July App** Includes the following issue: Jul 22	**Event(s):** Body, Summer X Games in Los Angeles
Aug 19	Aug 9	Jul 19	Jun 21	**College Football Preview:** Back to school also means back to the gridiron, as *ESPN The Magazine's* much-anticipated College Football Preview issue celebrates the players and pageantry that make the game what it is.	**August App** Includes the following issues: Aug 19 and Sep 2	**Advertorial:** The Score for back to school
Sep 2	Aug 23	Aug 2	Jul 5	**NFL Preview:** A must-read issue for every type of football fan, particularly the always-growing legion of fantasy football fanatics. **Other Topics Covered:** U.S. Open tennis		
Sep 16	Sep 6	Aug 16	Jul 19	**The Fighting Issue:** In the Fighting Issue, ESPN turns months of exclusive access to Floyd Mayweather and Canelo Alvarez into the definitive preview of the game-changing Sept. 14 fight. Over the next few months, our army of photographers and writers will be embedded with both camps as they train, party and promote the fight around the world, from Mexico to Vegas. The result will be storytelling and photo features that will be just as thrilling as the fight itself. But that's just the main event to the issue. In the "undercard" of the issue, we'll look at some of the biggest fights in the sports world, from Tim Tebow's fight for his future to the one-on-one battles in baseball that could determine the World Series champion.	**September App** Includes the following issues: Sep 16 and Sep 30	
Sep 30	Sep 20	Aug 30	Aug 2	**Franchise Rankings:** Our annual look at the best- and worst-run pro franchises selected by the fans and *The Mag*. **Other Topics Covered:** NASCAR Chase for the Cup		
Oct 14	Oct 4	Sep 13	Aug 16	**The Bay Area:** A deep dive into the Bay Area sports teams 49ners, Raiders, Oakland A's, San Fran Giants, San Jose Sharks, Golden State Warriors. Also, the underlining theme will feature Technology and Innovation. **Other Topics Covered:** MLB playoffs	**October App** Includes the following issues: Oct 14 and Oct 28	
Oct 28	Oct 18	Sep 27	Aug 30	**NBA Preview:** Everything fans need to know about the upcoming pro basketball season, from the preseason to the playoffs.		
Nov 11	Nov 1	Oct 11	Sep 13	**College Basketball Preview:** Few sports inspire as much passion as college hoops—and *The Mag* captures this love of the game perfectly in this annual issue.	**November App** Includes the following issues: Nov 11 and Nov 25	
Nov 25	Nov 15	Oct 25	Sep 27	**QB:** Everything you ever wanted to read, see or know about playing quarterback in the NFL and in college football.		**Advertorial:** The Score for the season
Dec 9	Nov 29	Nov 8	Oct 11	**One Day, One Game:** *ESPN The Magazine* reporters photographers and editors devote an entire issue to one NFL game. This highly visual and popular issue gives readers a unique behind-the-scenes, all-access look at what it takes to play in, produce and consume an NFL game. We capture everything from the passion of the fans to how the players game plan in the locker room and in the huddle to all of the preparations cheerleaders, vendors and staff need to do, and deliver it in one comprehensive issue.	**December App** Includes the following issues: Dec 9 and Dec 23	
Dec 23	Dec 13	Nov 22	Oct 25	**The Interview Issue:** ESPN multimedia come together to interview the biggest names in the games for the most comprehensive collection of Q&A's in sports.		

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