

CIRCULATION • REQUIREMENTS • AND CALENDAR

General Information

Technical Requirements

- Minimum of 300 dpi CMYK color
- Full Bleed size 9" x 11½"
- Trim size 8-3/8" x 10-7/8"
- Submit ads as a .tif, .jpeg, or .pdf
- See bleed and trim details on the next page.

Policy

All advertisers must prepay ads. If an ad is received too late for the current issue, the ad will automatically be placed in the next issue unless otherwise specified.

Cancellations/Changes

Cancellations or copy changes will not be accepted past the ad copy due date.

Paid Circulation Per Issue

- Print Subscribers: 50,000

Magazine Specs

- 100 pages per issue
- Cover Stock: 80 lb. #2 Gloss Text wt
- Text Stock: 42.50 lb. Offset (*Text stock may vary due to supply chain issues*)

Issues & closing dates

<u>Issue</u>		<u>Ad Copy Due</u>
Winter	2026	Oct 1, 2026
Spring	2027	Jan 1, 2027
Summer	2027	April 1, 2027
Fall	2027	July 1, 2027

Contact Information

To place an ad or ask a question, please contact:

Lisa Nourse

advertising@self-reliance.com



DISPLAY AD RATES

Size	Rates		
	1x	2x	4x
Half-page (hor.)	\$1,150	\$1,035	\$920
One-third page (hor.)	\$890	\$801	\$712
One-sixth page (vert.)	\$500	\$450	\$400
One-twelfth page	\$310	\$279	\$248
One-inch	\$200	\$180	\$160

AD DIMENSIONS

Size	Dimensions		
	Without Bleed	With Bleed	Trim Size
Half-page (hor.)	7"W x 4-5/8"H	8-7/8"W x 5-1/2"H	8-3/8"W x 5-1/4"H
One-third page (hor.)	4-1/2"W x 4-5/8"H		
One-third page (vert.)	2-1/4"W x 9-1/4"H		
One-sixth page (hor.)	4-1/2"W x 2-5/16"H		
One-sixth page (vert.)	2-1/4"W x 4-5/8"H		
One-twelfth page	2-1/4"W x 2-5/16"H		
One-inch	2-1/4"W x 1"H		

