

Mechanical Requirements

BEST'S REVIEW®

Ad Unit	Inches		Centimeters	
	Width	Depth	Width	Depth
2-Page Spread				
Live Area	15	10	38.1	25.4
Bleed	16.25	11.125	41.275	28.257
Trim	16	10.875	40.64	27.622
Full Page				
Live Area	7	10	17.78	25.4
Bleed	8.25	11.125	20.955	28.257
Trim	8	10.875	20.32	27.622
Fractionals				
2/3	4.5	9.375	11.43	23.8125
1/2 (Horizontal)	7	4.75	17.78	12.065
1/2 (Vertical)	4.5	7.5	11.43	25.4