



2018 OPEN RATES: GENERAL.

Gross rates listed

Region	Open	3x	6x	12x	18x	30x
Global	\$232,420	\$220,799	\$213,826	\$206,854	\$199,881	\$192,908
US	\$192,822	\$183,181	\$177,396	\$171,612	\$165,827	\$160,042
Asia	\$41,147	\$39,089	\$37,855	\$36,620	\$35,386	\$34,152
Europe	\$27,546	\$26,168	\$25,342	\$24,516	\$23,689	\$22,863
NY	\$43,040	\$43,040	\$43,040	\$43,040	\$43,040	\$43,040
CA	\$36,154	\$36,154	\$36,154	\$36,154	\$36,154	\$36,154
FL	\$32,280	\$32,280	\$32,280	\$32,280	\$32,280	\$32,280



2018 OPEN RATES: RETAIL.

Gross rates listed

Region	Open	3x	6x	12x	18x	30x
Global	\$197,557	\$187,679	\$181,752	\$175,826	\$169,899	\$163,972
US	\$163,899	\$155,704	\$150,787	\$145,870	\$140,953	\$136,036
Asia	\$34,974	\$33,225	\$32,176	\$31,127	\$30,078	\$29,029
Europe	\$23,414	\$22,243	\$21,541	\$20,839	\$20,136	\$19,434
NY	\$36,584	\$36,584	\$36,584	\$36,584	\$36,584	\$36,584
CA	\$30,730	\$30,730	\$30,730	\$30,730	\$30,730	\$30,730
FL	\$27,438	\$27,438	\$27,438	\$27,438	\$27,438	\$27,438



SPECIFICATIONS.

Rates and production information are available on request for: supplied inserts, gatefolds, scent strips, special matched fifth colors, and Europe and Asia special units.

TRIM: 9.875" x 11.5"

BLEED: 10.125" x 11.75"

LINE SCREEN: 150

BINDING:

US - Perfect Bound
Europe/Asia - Saddle Stitch

SAFETY: All live matter must be kept 1/4" inside dimensions on all four sides.

(WSJ. Magazine will not be responsible for any live matter placed outside the safety)

FULL PAGE

Trim: 9.875" x 11.50"
Bleed: 10.125" x 11.75"
Non-bleed: 8.375" x 10.25"

SPREAD

Trim: 19.75" x 11.50"
Bleed: 20.00" x 11.75"
Non-bleed: 18.25" x 10.25"

Spread materials must be supplied as two individual pieces. Please do not send one piece for a two page spread.

REQUIRED MATERIALS

PDF/X1a format only—native application files not accepted. Follow SWOP specifications for material and proofing. Total dot density of 300, plus three SWOP color proofs with color bars (i.e., Iris or Kodak approvals). SWOP specifications guidelines are available at

<http://www.swop.org/index.asp>

SEND 3 COLOR PROOFS TO

Dow Jones & Company
Advertising Services Center
4300 North Rt 1, Building 5, 3rd Fl.
Monmouth Junction, NJ 08852

ADDITIONAL PRODUCTION INFO

The Wall Street Journal
Don Lisk
Ad Services Manager
212.597.5835
don.lisk@dowjones.com

MATERIAL SUBMISSION

Preferred Method: via Internet at
<https://epic.dowjones.com>

COVER MATERIALS

Printed Sheetfed and the body pages are printed Gravure.

PDF/X1A MUST MEET THE FOLLOWING SPECIFICATIONS:

All fonts and images are embedded. All elements are encoded as CMYK, spot for Device N. They may not be encoded as three-art color spaces such as RGB or CIE Lab. The MediaBox and TrimBox or ArtBox are defined. Trap must be indicated as on or off, alerting the printer to the condition of the document. The printing condition characterized (such as SWOP) through use of an output condition identifier.

PDF/X1a resolves many issues associated with basic PDF as a format for file exchange.

WHAT IS PDF/X-1A?

PDF/X-1a is a subset of Adobe's Portable Document Format (PDF). PDF/X1a stands for PDF eXchange 1a. The "1" means that it is a blind exchange document—all fonts and images are embedded and "a" is the variant of PDF/X1 that was ISO accredited; ISO Standard: ISO 15930-1:2001.