

editorial calendar

2021



February 2021

COVER STORY

Clean Eats (Vegetarian, vegan, gluten-free local food)

FEATURE

Stu Levitan Looks Back on the State's First Fair Housing Code

AD SPACE CLOSE: DEC. 10

ISSUE MAILS: JAN. 21



March 2021

COVER STORY

Profile on a Restaurant Industry Leader

FEATURE

The State of State Street

AD SPACE CLOSE: JAN. 14

ISSUE MAILS: FEB. 18



April 2021

COVER STORY

Learn Something New

FEATURE

Green Burials & Death Across Cultures

AD SPACE CLOSE: FEB. 11

ISSUE MAILS: MARCH 18

Madison
magazine

www.madisonmagazine.com

ad deadlines

2021



ISSUE	SPACE CLOSING DUE 5 PM	AD MATERIALS & CAMERA READY DUE NOON	MAGAZINE MAILED	MAGAZINE TO NEWSSTAND
JANUARY 2021	November 12	November 13	December 17	December 30
FEBRUARY 2021	December 10	December 11	January 21	February 3
MARCH 2021	January 14	January 15	February 18	March 3
APRIL 2021	February 11	February 12	March 18	March 31
MAY 2021	March 18	March 19	April 22	May 5
JUNE 2021	April 15	April 16	May 20	June 2
JULY 2021	May 13	May 14	June 17	June 30
AUGUST 2021	June 17	June 18	July 22	August 4
SEPTEMBER 2021	July 15	July 16	August 19	September 1
OCTOBER 2021	August 12	August 13	September 16	September 29
NOVEMBER 2021	September 16	September 17	October 21	November 3
DECEMBER 2021	October 14	October 15	November 18	December 1
JANUARY 2022	November 11	November 12	December 16	December 29

Madison
magazine

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print ad specs

DIGITAL FILES ONLY

- InDesign (with all supporting images and fonts), Illustrator EPS (please convert type to outlines), TIF, or PDF files are accepted.
- All images should be 300 dpi and color as CMYK.
- Overall printing density of all colors should not exceed 265%.
- Keep all live matter .437" in from trim. Bleeds should extend .125" out from trim.
- Please supply a composite proof for color. Without a proof, Madison Magazine is not responsible for the content of your ad.
- Ads created in Microsoft Word, Microsoft Publisher, Power Point, or any PC-based word processing program cannot be accepted.

ELECTRONIC ADS

All ads must be submitted digitally (via FTP site) and are due on ad materials deadline.

FTP FILES TO

Host: madmag84.embtv.com

(for web browsers: ftp://madmag84.embtv.com/)

username: mad36

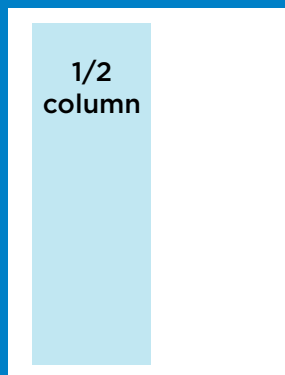
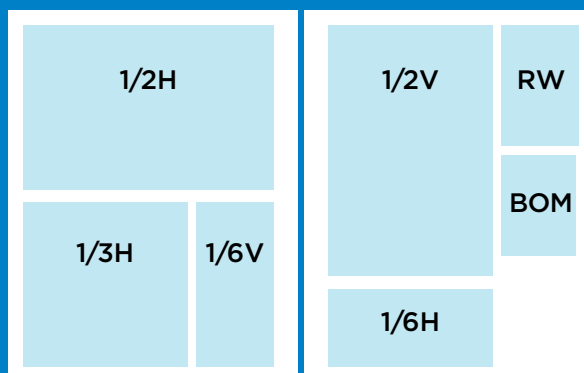
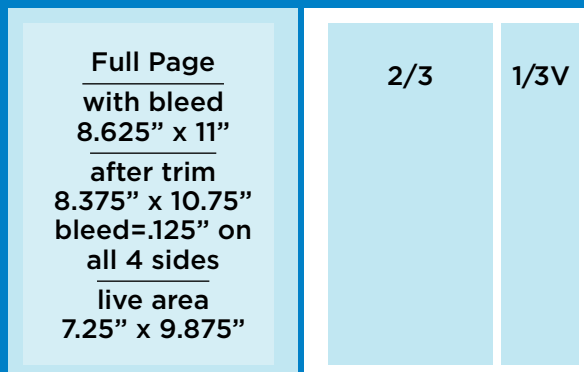
password: wasitr72

OTHER FREE FTP SERVICES:

dropbox.com, mailbigfile.com, hightail.com

Madison magazine

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DISPLAY SIZES: (width x height)

Full page with bleeds: 8.625" x 11"

Full page after trim: 8.375" x 10.75"

Full page no bleed: 7.25" x 9.875"

2/3 page: 4.75" x 9.875"

1/2 page horizontal: 7.25" x 4.75"

1/2 page vertical: 4.75" x 7.25"

1/2 page column: 3.5" x 9.875"

1/3 page horizontal: 4.75" x 4.75"

1/3 page vertical: 2.25" x 9.875"

1/6 page horizontal: 4.75" x 2.25"

1/6 page vertical: 2.25" x 4.75"

Restaurant Week: 2.25" x 3.5"

Best of Madison Winner: 2.16" x 2.92"