

2018 EDITORIAL CALENDAR

ISSUE	FEATURE
JANUARY	Catch Up on Retirement Savings
FEBRUARY	Maximize Medicare
MARCH	Giftting College to the Grandkids
APRIL	Maximizing IRAs for You and Your Beneficiaries
MAY	Caring for the Caregiver
JUNE	Financial Dilemmas of Coupling Up Later in Life
JULY	Midyear Investing Outlook
AUGUST	All About Lifelong Learning
SEPTEMBER	Every Which Way to Roth
OCTOBER	Lock in Lifetime Income
NOVEMBER	Financial Impact of a Gray Divorce
DECEMBER	Create a Tax-Efficient Nest Egg

2018 CLOSING DATES

ISSUE	SPACE CLOSING	MATERIAL CLOSING	SHIP DATE
JANUARY	11/24/17	12/4/17	12/19/17
FEBRUARY	12/29/17	1/12/18	1/23/18
MARCH	1/26/18	2/9/18	2/20/18
APRIL	2/23/18	3/9/18	3/20/18
MAY	3/23/18	4/6/18	4/17/18
JUNE	4/27/18	5/11/18	5/22/18
JULY	5/25/18	6/8/18	6/19/18
AUGUST	6/29/18	7/13/18	7/24/18
SEPTEMBER	7/27/18	8/10/18	8/21/18
OCTOBER	8/24/18	9/7/18	9/18/18
NOVEMBER	9/21/18	10/5/18	10/16/18
DECEMBER	10/26/18	11/9/18	11/20/18

2018 RATES

UNIT	COST (GROSS)
FULL PAGE (Color)	\$8,825
SPREAD (Color)	\$15,885

Editorial and closing dates subject to change.



MECHANICAL REQUIREMENTS

Trim Size: 7.875" x 10.5"

For bleeds, add 1/8 inch (0.125 inch) on each side, as needed. Keep live copy 3/8 inch (0.375 inch) from the trim, as well as either side of the gutter on spreads.

Full Page Dimensions

Bleed: 8.125" x 10.75"

Non-Bleed: 7" x 9.571"

Spread Dimensions

Bleed: 16" x 10.75"

Non-Bleed: 15" x 9.571"

DIGITAL ADS

For advertisements the preferred format is PDF/X-1a, 2001 compliant. The sum total of all dot percentages in any given area of the file, alternately called Total Tonal Density (TTD) or Total Area Coverage (TAC), should never exceed a maximum of 300%.

COLOR PROOFS AND FTP INFO

Advertising materials and SWOP-approved color proofs should be sent to:

Carolyn Segree, Production Director
Kiplinger's Retirement Report
1100 13th Street, NW - Suite 750
Washington, DC 20005
202-887-6511
csegree@kiplinger.com

or post advertising files on the FTP site:

DNS/URL: sftp.lsc.com
IP Address: 162.27.169.18
Port: 22
Username: KRR_STR001
Password: k1)dzVjM