

Kiplinger's RETIREMENT REPORT

Ad Rates and Specifications

2019 EDITORIAL CALENDAR

ISSUE	FEATURE
JANUARY	Cheapskate's Guide to Retirement
FEBRUARY	Are You Ready to Retire?
MARCH	Get Up to Speed on RMDs
APRIL	Create a Retirement Paycheck
MAY	Find Cutting Edge Long-Term Care
JUNE	Maximize Income From Your Portfolio
JULY	Plan for the Surviving Spouse
AUGUST	Make the Most of Social Security
SEPTEMBER	Dealing With Debt in Retirement
OCTOBER	Staging Your Second Act
NOVEMBER	Trim Your Tax Tab
DECEMBER	Building a Health Costs Nest Egg

2019 CLOSING DATES

ISSUE	AD CLOSING DATES	AD MATERIALS DUE	SUBSCRIBER COPIES MAILED
JANUARY	11/23/18	11/30/18	12/18/18
FEBRUARY	12/28/18	1/10/19	1/22/19
MARCH	1/25/19	2/7/19	2/19/19
APRIL	2/22/19	3/7/19	3/19/19
MAY	3/22/19	4/4/19	4/16/19
JUNE	4/26/19	5/9/19	5/21/19
JULY	5/24/19	6/6/19	6/18/19
AUGUST	6/28/19	7/11/19	7/23/19
SEPTEMBER	7/26/19	8/8/19	8/20/19
OCTOBER	8/23/19	9/5/19	9/17/19
NOVEMBER	9/20/19	10/3/19	10/15/19
DECEMBER	10/18/19	10/31/19	11/12/19

2019 RATES

UNIT	COST (GROSS)
FULL PAGE (Color)	\$9,265
SPREAD (Color)	\$16,680

Editorial subject to change.

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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 INFORMATION

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

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

or post advertising files on the FTP site:

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