

AESTHETIC SOCIETY NEWS

2026 Rate Card—Retail

Print Ads	Spread	Full Page	Half Page
Retail Rates	\$6,000	\$3,000	\$1,850
Bulk Buy 2 Ads	\$11,000	\$5,550	\$3,650

Premium Position

Inside Front Cover	40% extra
Inside Back Cover	30% extra
Back Cover	50% extra



AESTHETIC SOCIETY NEWS

Aesthetic Society News (ASN) is published twice a year by The Aesthetic Society. The newsletter magazine is a valuable resource for Aesthetic Society members.

The issue is physically mailed and is available electronically for download. Use this opportunity to showcase your company, products, program and services!

Contact jackie@theaestheticsociety.org to learn more today!

AESTHETIC SOCIETY NEWS

PRINT ADVERTISING

Schedule

Issue	Artwork Due	In-Home
Winter/Spring	November 17, 2025	February 24, 2026
Summer/Fall	July 1, 2026	October 1, 2026

Advertising Specifications

Print	Bleed	Trim
Full page	8.75" w x 11.25" h	8.5" w x 11" h
Half page	8.75" w x 5.75" h	8.5" w x 5.5" h

File Format

- High resolution PDF with crops and .125" bleed.
- All fonts, images and graphics must be embedded.
- Images and graphics should be a minimum resolution of 300 ppi or be vector-based.
- All colors and images must be converted to CMYK. No spot, PMS or RGB colors.

Average # Issues

Mailed	2,848
Emailed	3,646





ASN Full Page Ad—Electronic Artwork Specifications

Trim Size: 8.5" w x 11" h

Bleed Size: 8.75" w x 11.25" h (.125" outside trim all 4 sides)

Safety Area: It is suggested to keep text and important content .375" inside the trim for the top, bottom and left edges, and .625" inside the trim for the right edge to allow for perfect binding gutter safety.

Inside Ads: Ads inside the publication are generally placed on the left-hand pages. Because of the perfect binding, about .25" of the right side of the ad will be hidden in the gutter. This is why the Safety Area moves important content .625" inside the trim for the right edge, while the Safety Area on the left is only .375" from the trim. **Important:** For elements that are centered in the ad, it is best to center them in the Safety Area, not the trim of the ad.

Cover Score and Gutter: ASN is perfect-bound, so the covers will have a score .25" from the trim, and the covers will fold at this mark. This .25" at the edge of the ad will not be visible for ads placed on the two inside covers. This diagram would be for the Inside Front Cover, or the Back Cover. For the Back Cover only, the .25" next to the spine is visible on the ad, but the designer may want to take into account that there will be a score where the cover folds. The inside back cover ad would be a flopped version of this diagram, with the spine on the left.



ASN Half Page Ad—Electronic Artwork Specifications

Trim Size: 8.5" w x 5.5" h

Bleed Size: 8.75" w x 5.75" h (.125" outside trim all 4 sides)

Safety Area: It is suggested to keep text and important content .375" inside the trim for the bottom and left edges, and .625" inside the trim for the right edge. There is no need for a safety area at the top edge, since there will be editorial above the ad.

Gutter: Ads inside the publication are generally placed on the left-hand pages. Because of the perfect binding, about .25" of the right side of the ad will be hidden in the gutter. This is why the Safety Area moves important content .625" inside the trim for the right edge, while the Safety Area on the left is only .375" from the trim. **Important:** For elements that are centered in the ad, it is best to center them in the Safety Area, not the trim of the ad.



ASN 2-Page Ad—Electronic Artwork Specifications

Trim Size: 17" w x 11" h

Bleed Size: 17.25" w x 11.25" h (.125" outside trim all 4 sides)

Safety Area: It is suggested to keep text and important content .375" inside the trim for the top and bottom edges, and 1.25" down the center of the spread (.625" from center, each side) to allow for perfect binding gutter safety.

Important: For elements that are centered on each side of the ad, it is best to center them in the Safety Area, not the trim of the ad.

Gutter for Spread Ads: ASN is perfect-bound, so the covers will have a score .25" on each side from the center, and the covers will fold at this mark. This .25" on each side of the center of the 2-page spread ads inside will not be visible. Type and important graphic elements should not cross the gutter.

