

COMMON MAGAZINE SIZES:

There are two standard sizes for *perfect bound** magazines.

Standard Size:

8 $\frac{3}{8}$ " x 10 $\frac{7}{8}$ " is an economical and common magazine page size.

Digest Size:

5 $\frac{3}{8}$ " x 8 $\frac{3}{8}$ "

*Saddle stitched** publications like magazines, journals, and newsletters are often produced at 8.5" x 11".

With that being said, magazine sizes often vary from these two standard sizes. Over sized and under sized magazines can be produced and their cost per square inch is almost always higher. As the size of the print run increases, the cost per unit for the magazine will decrease.

(Magazines are usually done in page increments of 8 starting with a minimum of 16 pages signatures. It is most cost effective to create your layouts in multiples of 16 (16, 32, 48, etc) because the printer's form is often 16 pages at a time, 32 pages if the magazine is digest size.

PAPER WEIGHT:

Standard magazine paper weight can range anywhere from 45# to 100# weight with an average of 50# – 60#. Often the paper stock is coated stock, with a sheen.

* BINDERY:

Saddle Stitched

Sewn or stapled through the gutter. This process is good for magazines with fewer signatures/pages.

Perfect Bind

To perfect bind magazines means to glue bind them in the spine like a paperback book. You can print your files in 16 page signature booklets and when binding, group your signatures, shave off the spine edge, add glue on the spine and attach the cover by wrapping it around the spine.

(For this process you must create a separate InDesign file for the cover—this file would be for the 4 pages and the spine which makes up the front cover. When working with the printer on a project like this they might give you this specification which might look something like this: 48 pages plus cover.)

SAMPLING OF MAGAZINE SIZES:

People Magazine

Entertainment Weekly

Money Magazine

Fortune Magazine

7 $\frac{7}{8}$ " x 10 $\frac{7}{16}$ " Final Trim Size

Discover Magazine

Scientific American Magazine

8" x 10 $\frac{1}{2}$ " Final Trim Size

Martha Stewart Living

9" x 10 $\frac{13}{16}$ " Final Trim Size

Print Magazine

8 $\frac{7}{8}$ " x 12" Final Trim Size

Rolling Stone Magazine

Magazines published by Condé Nast:

WIRED

GQ

Traveler

Bon Appétit

Vogue

8" x 10 $\frac{7}{8}$ " Final Trim Size

Nylon Magazine

9" x 10 $\frac{3}{4}$ " Final Trim Size

Architectural Digest

8 $\frac{3}{8}$ " x 10 $\frac{7}{8}$ " Final Trim Size

PRINTING FOR OUR CLASS:

There are three standard sizes for *perfect bound** magazines that have been used in our class.

Blurb:

Standard Size:

8.5" x 11"

You will need to download an InDesign plug-in to create a Blurb magazine. After you install the plug-in, create an 8.5" x 11" InDesign file, go to file >> Blurb Book Creator and follow the instructions. It will help set up an InDesign template which will show you the Trim Area, the Live/Safe Area, and the Bleed Area:

<http://secure.blurb.com/pdf-to-book>

MagCloud:

Standard Size:

8.25" x 10.75"

Digest Size:

5.25" x 8.25"

Square Size:

8" x 8"

Link to show sizes available:

<http://www.magcloud.com/products/formats>

Link to show how to set up your InDesign file:

<http://www.magcloud.com/create/resources>

Around Week 7, Ed will be showing how to print and bind our magazines in house to help you create a working comp which will be due at the end of this quarter.