

FOOD & WINE

2015

TABLET GUIDELINES



FOOD & WINE TABLET ISSUES ARE AVAILABLE ON iPad, GOOGLE PLAY, AMAZON KINDLE, BARNES & NOBLE NOOK®, KOBO AND NEXT ISSUE MEDIA E-READERS.

All print ads in F&W's newsstand version currently run on the Barnes & Noble Nook and earlier software versions of the Kindle e-Reader as well as on the Next Issue Media e-Reader. Enhanced tablet issues are available with edit specifically formatted for the current software versions of Kindle Fire tablet devices.

TABLET SPECS

DIGITAL ADS IN TABLET ISSUES

All national full-page and greater print ads, including special advertising sections, will run in F&W tablet issues. One URL per ad will be hot linked to our partners' websites.

Fractional units (of $\frac{1}{2}$ or greater) running nationally may be upgraded to a full-page ad in the iPad edition for a fee of \$5,000.

- Advertiser must supply full-page creative.
- Limited space, first come first served.

Please note: Advertisers who do not wish to run in F&W's tablet issues must opt-out on the insertion order or via email before the print/tablet close date.

DIGITAL AD ENHANCEMENTS

Advertisers running in print have the opportunity to upgrade their ad for tablet issues with dynamic, interactive features at the cost of \$15,000.

- Streaming Video – up to 120 seconds combined run time
- Photo Slideshow – up to 10 JPG images per ad placement
- Link to Your Website – enhance your brand experience by including multiple links to social media outlets

DIGITAL-ONLY ADS

Digital-only ads are available in each tablet issue for partners not running in print at a cost of \$25,000 per insertion.

Both digital enhanced and digital-only ads consist of a base layer and two hotspot layers, which give the ability to add on dynamic features—streaming video, photo slideshow and links to your website.

DESIGNED-FOR-TABLET ADS

Partners may submit a separate file of their in-book ad designed for tablet to run on all tablet editions. For partners who do not have in-house designers to create an EFT ad file, the F&W Creative Lab can do so for a fee of \$2,500.

FOR AD SPECIFICATION AND DEADLINES, VISIT
FWMEDIKIT.COM

ISSUE	ORDER CLOSING	MATERIALS DUE*	TABLET RELEASE
JANUARY	NOVEMBER 3, 2014	NOVEMBER 5, 2014	DECEMBER 13, 2014
FEBRUARY	DECEMBER 1, 2014	DECEMBER 3, 2014	JANUARY 10, 2015
MARCH	DECEMBER 23, 2014	DECEMBER 29, 2014	FEBRUARY 7, 2015
APRIL	JANUARY 26, 2015	JANUARY 28, 2015	MARCH 7, 2015
MAY	FEBRUARY 23, 2015	FEBRUARY 25, 2015	APRIL 4, 2015
JUNE	MARCH 23, 2015	MARCH 25, 2015	MAY 2, 2015
JULY	APRIL 27, 2015	APRIL 29, 2015	JUNE 6, 2015
AUGUST	JUNE 1, 2015	JUNE 3, 2015	JULY 11, 2015
SEPTEMBER	JUNE 29, 2015	JULY 1, 2015	AUGUST 8, 2015
OCTOBER	JULY 27, 2015	JULY 29, 2015	SEPTEMBER 5, 2015
NOVEMBER	AUGUST 24, 2015	AUGUST 26, 2015	OCTOBER 3, 2015
DECEMBER	SEPTEMBER 28, 2015	SEPTEMBER 30, 2015	NOVEMBER 7, 2015

*MATERIALS DUE (FOR ALL DEVICES) INCLUDE: DFT (DESIGN FOR TABLET), EFT (ENHANCED FOR TABLET), DIGITAL-ONLY & HTML5

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