

Creative Specifications 2026

Bleed Display Units

Unit	Bleed	Trim	Live Area
Spread	16"W x 10.5"H	15.75"W x 10.25"H	15.25"W x 9.75"H
Full Page	8.125 x 10.5	7.875 x 10.25	7.375 x 9.75
2/3 Vertical	5.375 x 10.5	5.125 x 10.25	4.625 x 9.75
1/2 Vertical	4.1875 x 10.5	3.9375 x 10.25	3.4375 x 9.75
1/2 Horizontal	8.125 x 5.375	7.875 x 5.125	7.375 x 4.625
1/3 Vertical	3 x 10.5	2.75 x 10.25	2.25 x 9.75
1/3 Square	5.125 x 5.125	4.875 x 4.875	4.375 x 4.375

Non-Bleed Display Units

Unit	Dimensions
Spread	15.25"W x 9.75"H
Full Page	7.375 x 9.75
2/3 Vertical	4.875 x 9.75
1/2 Vertical	3.625 x 9.75
1/2 Horizontal	7.375 x 4.875
1/3 Vertical	2.5 x 9.75
1/3 Square	4.625 x 4.625

NOTE Above sizes do not apply to special sections.

Ad File Submission

Please upload all ad files to adshuttle.com/aarp. PDF/X-1a file format is required.

For material questions or extension requests, contact **Judy Rutherford**, AARP Production Department, jrutherford@aarp.org, 202-434-6894.

For insert creative specifications, shipping instructions, print quantities, and delivery requirements, contact **Tom Stirling**, AARP Production Department, tstirling@aarp.org, 202-434-2533.

For creative specifications online, go to adshuttle.com/aarp.

Printing

Rotogravure and Web Offset 4/C, 2/C, and B/W

Main Body Rotogravure (Digitally Engraved Cylinders)

National Copy Splits*, Regionals, Test Markets.

Web Offset (Digital – Computer to plate)

Covers Web Offset (Digital – Computer to plate)

Binding Saddle Stitch 7.875"W x 10.25"H

AARP The Magazine is produced completely digitally for offset and gravure.

*National 1/2 and 1/4 circulation ads may run offset or gravure and should be prepared using halftone gravure or generic specifications for highlight tones.

Safety Margins

Bleed ads must be designed to run on either right-hand or left-hand pages. Include .125" bleed on all sides of bleed ads. Type to trim safety is .25". For live area, subtract .375" from bleed size on all sides. Publisher reserves the right to crop up to .125" from either side of any bleed page to compensate for variation in trim page size. Head and foot trim are .125" each.

For print quantities and delivery requirements, contact the Production Department at 202.434.6836. For specs online, go to adshuttle.com/aarp.

Standards

AARP The Magazine follows GAA/SWOP® standards for halftone gravure and offset digital materials. Refer to the latest revised

GAA/SWOP booklet for additional details (reference websites: gaa.org, wop.org). Maximum acceptable total 4/C density is 320%. Gravure highlight minimum is 5% of any one color.

Materials: Digital Data

PDF/X-1a is required. Ad files/materials will not be accepted via email. Contact the Production Department at 202-434-6894 for more details.

Type, Rule, and Minimum Tint Requirements

Publisher is not responsible for illegible type if the following requirements are violated: Minimum black type size is 8 pt. with serifs no less than .004" thick. Reverse type minimum is 8 pt. However, multicolor rules or type, reverse rules or type, and fine rules butting color should not be less than .012" thick (1 pt.) in the main part of the character. Fine serifs should not be less than .005" thick (.375 pt.). Do not use predefined hairline rules in desktop applications. For desktop, set black rule width no less than .375 pt. Minimum printable tint value for the gravure printing process is 4% of each color used in a tint build. 5% minimum tint value is preferred.