

Women's Magazine Advertising Specs

Ad Unit Specifications		Accepted Formats	Image File Size	Animation Duration	Video File Size	Text	Subject Line	Available Templates
Dimensions (WxH in pixels)								
Desktop	Standard Ad							
	Billboard Canvas (1068)	1068 x 250	Image: GIF, JPG, PNG Video: MPEG4^ HTML5** 3rd Party Tag Ad Serving** ^Fallback image is required ^Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Recommend max 10 seconds Looping is allowed	Max 1MB		Homepage Channel Homepage Sub-Channel Homepage Article Page
	Billboard Canvas (970)	970 x 250	Image: GIF, JPG, PNG Video: MPEG4^ HTML5** 3rd Party Tag Ad Serving** ^Fallback image is required ^Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Recommend max 10 seconds Looping is allowed	Max 1MB		Homepage Channel Homepage Sub-Channel Homepage Article Page
	Super Banner	728 x 90	Image: GIF, JPG, PNG Video: MPEG4^ HTML5** 3rd Party Tag Ad Serving** ^Fallback image is required ^Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Recommend max 10 seconds Looping is allowed	Max 1MB		Homepage Channel Homepage Sub-Channel Homepage Article Page
	Medium Rectangle	300 x 250	Image: GIF, JPG, PNG Video: MPEG4^ HTML5** 3rd Party Tag Ad Serving** ^Fallback image is required ^Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Recommend max 10 seconds Looping is allowed	Max 1MB		Homepage Channel Homepage Sub-Channel Homepage Article Page
	Half Page	300 x 600	Image: GIF, JPG, PNG Video: MPEG4^ HTML5** 3rd Party Tag Ad Serving** ^Fallback image is required ^Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Recommend max 10 seconds Looping is allowed	Max 1MB		Homepage Channel Homepage Sub-Channel Homepage Article Page
	Skyscrapers (x2)	160 x 600	Image: GIF, JPG, PNG Video: MPEG4^ HTML5** 3rd Party Tag Ad Serving** ^Fallback image is required ^Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Recommend max 10 seconds Looping is allowed	Max 1MB		Homepage Channel Homepage Sub-Channel Homepage Article Page
	Crazy Ad	1200 x 665	Image: GIF, JPG, PNG Video: MPEG4^ HTML5** 3rd Party Tag Ad Serving** ^Fallback image is required ^Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Max 10 seconds	Max 1MB		Homepage Channel Homepage Sub-Channel Homepage Article Page
Native Ad								

	Native Ad	(ELLE) 885 x 590 (HB) 750x464 (CM) 750x464	Image: GIF, JPG, PNG (3 sets) 3rd Party Tag Ad Serving (Click tags only)	Max 100KB	Max 5 seconds		Title: Max 30 Chinese characters with space Body: Max 30 Chinese characters with space		Channel Homepage Sub-Channel Homepage Article Page
	Editorial Native Ad	(ELLE) 885 x 590 (HB) 750x464 (CM) 750x464	Image: GIF, JPG, PNG (3 sets) 3rd Party Tag Ad Serving (Click tags only)	Max 100KB	Max 5 seconds		Title: Max 30 Chinese characters with space Body: Max 30 Chinese characters with space		Channel Homepage Sub-Channel Homepage Article Page
Mobile	Standard Ad								
	Large Rectangle	672 x 560	Image: GIF, JPG, PNG Video: MPEG4^ HTML5** 3rd Party Tag Ad Serving** ^Fallback image is required ^Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Recommend max 10 seconds Looping is allowed	Max 1MB			Homepage Channel Homepage Sub-Channel Homepage Article Page
	Medium Rectangle	600 x 500	Image: GIF, JPG, PNG Video: MPEG4^ HTML5** 3rd Party Tag Ad Serving** ^Fallback image is required ^Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Recommend max 10 seconds Looping is allowed	Max 1MB			Homepage Channel Homepage Sub-Channel Homepage Article Page
	Interscroller	768 x 1230	Image: GIF, JPG, PNG Video: MPEG4^ HTML5** 3rd Party Tag Ad Serving** ^Fallback image is required ^Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Recommend max 10 seconds Looping is allowed	Max 1MB			Article Page
	Native Ad								
	Native Ad	(ELLE) 885 x 590 (HB) 750x464 (CM) 750x464	Image: GIF, JPG, PNG 3rd Party Tag Ad Serving (Click tags only)	Max 100KB	Max 5 seconds			Title: Max 30 Chinese characters with space Body: Max 30 Chinese characters with space	
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EDM	EDM								
	EDM	Width: 730	Image: GIF**, JPG, PNG 3rd Party Tag Ad Serving: Click tags and Impression tags only **GIF may not be animated on some devices	Max 1 MB				Recommend max 20 Chinese characters with space	

Men's Magazine Advertising Specs

Ad Unit Specifications		Accepted Formats	Image File Size	Animation Duration	Video File Size	Title	Subject Line	Available Templates
Dimensions (WxH in pixels)								
Desktop	Standard Ad							
	Billboard Canvas (1366)	1366 x 250	Image: GIF, JPG, PNG Video: MPEG4* HTML5** 3rd Party Tag Ad Serving** *Fallback image is required *Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Recommend max 10 seconds Looping is allowed	Max 1MB		Homepage Channel Homepage Sub-Channel Homepage Article Page
	Super Banner	728 x 90	Image: GIF, JPG, PNG Video: MPEG4* HTML5** 3rd Party Tag Ad Serving** *Fallback image is required *Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Recommend max 10 seconds Looping is allowed	Max 1MB		Homepage Channel Homepage Sub-Channel Homepage Article Page
	Medium Rectangle	300 x 250	Image: GIF, JPG, PNG Video: MPEG4* HTML5** 3rd Party Tag Ad Serving** *Fallback image is required *Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Recommend max 10 seconds Looping is allowed	Max 1MB		Homepage Channel Homepage Sub-Channel Homepage Article Page
	Half Page	300 x 600	Image: GIF, JPG, PNG Video: MPEG4* HTML5** 3rd Party Tag Ad Serving** *Fallback image is required *Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Recommend max 10 seconds Looping is allowed	Max 1MB		Homepage Channel Homepage Sub-Channel Homepage Article Page
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	Native Ad							
	Native Ad	885x590 (For best results: 480x320, 180x120, 130x70)	Image: GIF, JPG, PNG 3rd Party Tag Ad Serving (Click tags and Impression tags only)	Max 100KB	Max 5 seconds		Max 15 Chinese characters with space	Channel Homepage Sub-Channel Homepage Article Page
	Editorial Native Ad	885x590 (For best results: 480x320, 180x120, 130x70)	Image: GIF, JPG, PNG 3rd Party Tag Ad Serving (Click tags and Impression tags only)	Max 100KB	Max 5 seconds		Max 15 Chinese characters with space	Channel Homepage Sub-Channel Homepage Article Page
	Mobile	Standard Ad						
Large Rectangle		672 x 560	Image: GIF, JPG, PNG Video: MPEG4* HTML5** 3rd Party Tag Ad Serving** *Fallback image is required *Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Recommend max 10 seconds Looping is allowed	Max 1MB		Homepage Channel Homepage Sub-Channel Homepage Article Page
Medium Rectangle		600 x 500	Image: GIF, JPG, PNG Video: MPEG4* HTML5** 3rd Party Tag Ad Serving** *Fallback image is required *Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Recommend max 10 seconds Looping is allowed	Max 1MB		Homepage Channel Homepage Sub-Channel Homepage Article Page
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EDM									
EDM	EDM	Width: 730	Image: GIF**, JPG, PNG 3rd Party Tag Ad Serving: Click tags and Impression tags only **GIF may not be animated on some devices	Max 1 MB			Subject Line: Recommend max 20 Chinese characters with space		