

# General Advertising

Rate Card #37

Effective January 1, 2026

PFM is published monthly.

Black & White	1X	4X	6X	12X	16X
2-page spread	\$3277	\$3102	\$2954	\$2655	\$2522
Full page	\$1720	\$1638	\$1562	\$1395	\$1325
2/3 page	\$1543	\$1461	\$1392	\$1156	\$1098
1/2 page	\$1185	\$1105	\$1025	\$ 927	\$ 880
1/3 page	\$ 927	\$ 850	\$ 773	\$ 695	\$ 650
1/4 page	\$ 731	\$ 696	\$ 659	\$ 592	\$ 560
1/6 page	\$ 603	\$ 574	\$ 541	\$ 402	\$ 380
1/8 page	\$ 458	\$ 422	\$ 385	\$ 356	\$ 335

Distributor Spotlight (*please email sales@pfm-group.com for more information*)

Four-Color	1X	4X	6X	12X	16X
2-page spread	\$5392	\$5135	\$4895	\$4693	\$4458
Full page	\$2950	\$2839	\$2704	\$2606	\$2469
2/3 page	\$2658	\$2535	\$2414	\$2229	\$2117
1/2 page	\$2265	\$2168	\$2048	\$1931	\$1834
1/3 page	\$1450	\$1390	\$1332	\$1282	\$1217
1/4 page	\$1262	\$1201	\$1153	\$1113	\$1057
1/6 page	\$1180	\$1125	\$1070	\$ 945	\$ 897
1/8 page	\$ 980	\$ 934	\$ 890	\$ 863	\$ 819

## Additional Rate Information

**Position Requests:** For island ads or guaranteed positions, add a 10% premium to the regular ad price.

**Insertion Frequencies:** Multiple page insertions are considered as one insertion for each page toward earned frequency. Directory advertisements are not considered part of your yearly advertising program. Directory ad rates are listed in the 12X rate column.

**Cancellation Policies:** All cancellations of reserved ad space must be made before the 1st of the month prior to the intended month of publication. Short rate charges will apply if your cancellation prevents the completion of an ad space reservation program which earned a frequency discount.

**Spot Colors:** Charges for spot color are in addition to the black and white rate:  
Metallic colors (per color): \$600  
PMS colors (per color): \$500  
Matched colors (per color): \$425  
Standard colors (per color): \$375

## What Our Advertisers Say About Us

“ For more than 30 years, PFM has been a huge part of Framera's growth. Your magazine is a must-read for our customers and, of course, the trade show is the most important annual event in our industry. Our thanks to you and the entire Gherman family for all of your support.

**Gene Eichner**  
Framera

“ Picture Woods has advertised with PFM for over two decades. As the leading trade magazine, they produce relevant and timely articles, with far-reaching industry distribution. Their team is helpful, and the advertising rates are reasonable. The end result is that our ads get noticed.

**Kathy Sniffen**  
Picture Woods, Ltd.

“ Foster has been advertising in PFM since the beginning of the magazine. It is a very useful monthly resource for picture framers that is read by framers in all parts of the country. This has helped to geographically broaden our customer base. It's an important marketing tool for us, and the magazine staff are all wonderful to work with.

**Bob Stanley**  
Foster Planing Mill

“ I have advertised for almost 20 years and will continue to advertise because PFM continues to support, promote, and educate the picture framing industry. It is the most complete, trusted, and competent framing magazine available, delivering year after year. PFM has earned my business.

**Rhonda Feinman**  
Rhonda Feinman Custom Frames

“ Over the years, we have found that advertising in PFM is the best way to reach the professional framer. The magazine is a must read for the industry with valuable articles targeted at the framing community.

**Craig Russell**  
Active Sales

“ Studio Moulding advertises in Picture Framing Magazine for a variety of reasons. We recognize that PFM has long been the primary source for framing industry information and guidance. The expert advice offered in monthly articles offers framers valuable insight to stay current with industry trends. PFM provides Studio Moulding the means to promote new product launches in a publication dedicated to keeping our industry relevant.

**David Freshnock**  
Studio Moulding

## 2026 Editorial Calendar

**PFM is published monthly. Issues are mailed the first week of each month.**

Issue Date	Editorial Items Due (Showcase, News, etc.)	Space Reservations Due	Advertising Materials Due
January	November 29, 2025	November 29, 2025	December 4, 2025
February	December 29, 2025	January 3	January 8
March	January 26	January 31	February 5
April	February 28	February 28	March 4
May	March 29	April 3	April 8
June	April 26	May 1	May 6
July	May 31	June 3	June 10
August	June 28	July 3	July 11
September	July 31	July 31	August 7
October	August 28	August 28	September 6
November	September 27	October 1	October 8
December	October 30	October 30	November 6
Annual Directory	May 31	June 21	June 24

# Ad Specifications

## Digital Ad Specifications

- Application Files:**
- Adobe Acrobat PDF (Press Optimized)
  - Photoshop TIFF or EPS files.
  - QuarkXPress or InDesign
  - Illustrator EPS files with fonts converted to outlines and images embedded
- (We do not accept word processing documents.)

- Digital Images:**
- 300 dpi
  - Black and White line art (bitmapped TIFF files) should be 1200 dpi.
  - CMYK TIFF, B/W TIFF, or EPS
  - JPEG files and images scanned for online use (RGB at 72 dpi) will not reproduce at magazine-level quality.

- Fonts:**
- Postscript fonts only.
  - No Truetype fonts.

- Color Proofs:**
- If providing a contract proof, it must be a SWOP Standard color proof.
  - We can provide you with a contract proof for a \$45 fee.

## All Files Must be Accompanied by:

- All fonts, original art or scanned art files, and all imported graphics.
- Media clearly labeled with client's name, magazine name, and issue date.

## Sending Files via E-mail and Cloud File Sharing:

- E-mail ad, with client name, magazine name, and issue date to [ads@pfm-group.com](mailto:ads@pfm-group.com). File size: 10MB maximum.
- For any file that is larger than 10MB, please use a cloud file sharing service (Dropbox, WeTransfer, Google Drive, etc.) to share the file with [ads@pfm-group.com](mailto:ads@pfm-group.com).
- Please contact our Production Department for detailed instructions on how to submit your ad.

Advertisements can be purchased only in the sizes listed.

- Full Page ad bleed size is 8<sup>3</sup>/<sub>8</sub>" x 11<sup>1</sup>/<sub>8</sub>"
- Publication trim size is 8<sup>1</sup>/<sub>8</sub>" x 10<sup>7</sup>/<sub>8</sub>"
- Live area is 7<sup>5</sup>/<sub>8</sub>" x 10<sup>3</sup>/<sub>8</sub>"
- Keep important images and text at least <sup>1</sup>/<sub>4</sub>" in from trim edge.



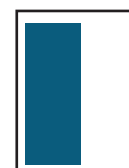
2/3 page  
horizontal  
7 x 6-1/2



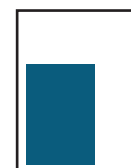
2/3 page  
vertical  
4-1/2 x 10



1/2 page  
horizontal  
7 x 4-7/8



1/2 page  
vertical  
3-3/8 x 10



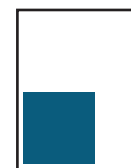
1/2 page  
island  
4-5/8 x 7-3/8



1/3 page  
horizontal  
7 x 3-1/4



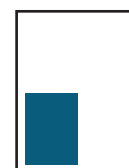
1/3 page  
vertical  
2-1/8 x 10



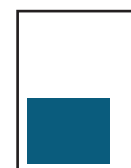
1/3 page  
island  
4-5/8 x 4-7/8



1/4 page  
horizontal  
7 x 2-3/8



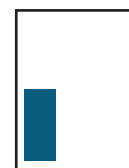
1/4 page  
vertical  
3-3/8 x 4-7/8



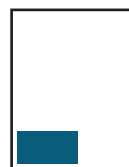
1/4 page  
island  
4-5/8 x 3-1/4



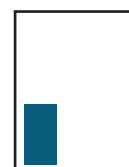
1/6 page  
horizontal  
4-5/8 x 2-3/8



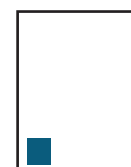
1/6 page  
vertical  
2-1/8 x 4-7/8



1/8 page  
horizontal  
3-3/8 x 2-3/8



1/8 page  
vertical  
2-3/8 x 3-3/8



Distributor Spotlight  
2-1/8 x 2-1/8