

Proof Checklist

Cover

- Check headlines, page numbers match
- Check TOC is correct amount of pages
- Check company logo is on cover
- Check month, date, volume number

TOC

- Check all pages, articles, headlines (including stories inside), and photos match
- Check the correct cover photo is cited

Throughout issue

- Check that headline for feature cover section matches, including on front cover
- Check that month and date is correct throughout issue
- Check that sections names match
- Proof special sections
- Proof any fillers, side bars
- Proof sidebars for feature covers
- Proof masthead

Each story

- Headline
- Deck
- Header
- Byline for correct name
- Lede
- Spacing
- Pull quotes
- Images, captions
- Slides, adding stats up so they equal 100%
- Read text
- Double-check any phone numbers, web sites listed in stories
- Look at sources' names
- Jumps (page #, wording)
- Editors' note/financial disclosure
- Contact information