



## Inserts specification effective from January 2008

### Loose inserts

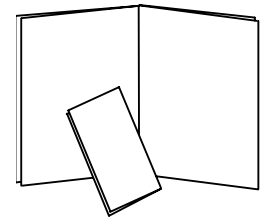
**(These inserts can be inserted either in single sheet form or as multi-page sections)**

Minimum size 148mm deep (spine) x 105mm wide  
Maximum size 20mm smaller in each dimension than the trimmed size of the magazine

### Weight of paper: single sheet

Single sheet Minimum 90gsm  
Single sheet Maximum 150gsm (over 150gsm subject to approval)

Minimum 4 – 6 pages 70gsm  
Maximum 4 – 6 pages 130gsm  
Minimum 8 - 64 pages 48gsm  
Maximum 8 – 48 pages 80gsm  
Maximum 64 pages 60gsm



Single sheet inserts may run the risk of multiple feeding but the incidence can be reduced by using a stock of at least 115gsm.

On inserts with a lip, the lip should be a minimum of half the size from the fold to back edge.

Concertina folded inserts are not suitable for machine insertion

### Bound-in inserts Size

Minimum portrait, before trimming 136mm deep (spine) x 105mm wide

Maximum portrait, Trimmed size of the magazine

Head trim: Please refer to your account handler for confirmation

Grind off allowance: 3mm

Full size inserts need a further 3mm foot trim & 3mm foreedge trim

### Minimum weight of paper

Single sheet 90gsm

4 to 16 pages 75gsm

150gsm and over will be subject to approval

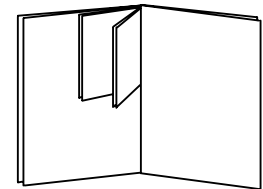
4pp and above may have to be supplied in removable format, e.g. as a magnastrap

All gatefold or other foldout should have a minimum paper substance of 75gsm.

All foldouts require prior approval. Check with William Gibbons for imposition requirements.

Concertina folded inserts are not suitable for machine insertion

Please call to discuss any further technical specifications in more detail





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### **Presentation requirements**

#### **Loose inserts, Bound-in inserts**

The inserts must be supplied bulk packed on pallets i.e. stacked on pallets in a neat and stable condition, uncurled and undamaged.

The placing of the inserts in boxes, large pallet boxes or cartons, and/or the bundling of the inserts with straps or bands, may be acceptable **but only by prior agreement William Gibbons Production department. Additional handling charges may be incurred, or the inserts rejected, where such prior agreement has not been obtained.**

The inserts must be the same size for each run and bundles must not be shrink wrapped.

Turns must be avoided but the **minimum** number of turns is set out as follows:

Inserts under 8 pages = No Turns

8-12 page inserts = Turns of 500

14-30 page inserts = Turns of 100

Inserts 32 pages or over = Turns of 75

Deliveries are preferred on pallets size 800mm x 1200mm or 1000mm x 1200mm sturdy, capable of stacking, allow for four-way entry, and must be well-protected through the use of top-boarding, corner protectors, shrink-wrap and plastic cross-straps. Metal straps are NOT acceptable. We will accept up to 10 loose cartons of inserts. Any more than this MUST be palletised.

Each face of each pallet/ carton must have a label with the magazine name, the advertiser, quantity per pallet/carton and pallet/carton number (e.g. pallet 1 of 2) the issue date and any key codes. One insert must be attached to the outside of each pallet.

The maximum pallet height is one metre and the maximum pallet weight is one tonne.

Different versions of an insert or two consignments being sent together should be palletised separately. We will not accept responsibility for an incorrect insertion if different inserts or issue dates are mixed on one pallet.

Poorly presented pallets may be refused at the discretion of William Gibbons warehouse staff should they pose a risk to Health & Safety or if unloading is not possible due to unstable loads.

### **Wastage allowances**

A wastage allowance in excess of the booked quantity is required to be delivered as follows:

Loose = + 2%      Bound & wrap = +2%

### **Delivery address**

Unit 41, Planetary Rd Industrial Estate, Planetary Rd., Willenhall, West Midlands. WV13 3XT

Deliveries must be made between 08:00 and 1600, Deliveries between these times do not need to be booked in. Any deliveries outside of these hours will need to be arranged at least 24 hours in advance. Phone 01902 730011 for further advice.

### **Key coding**

Please advise, in advance to both publisher & printer of any key codes or other variation to copy.

### **Delivery Documentation**

All consignments must be accompanied by a delivery advice note showing the Insert Title, Magazine title, Magazine issue date, qty and number of pallets.

### **Inserts overs**

Insert overs will be destroyed on completion of binding.

### **Supplementary Conditions**

**Inserts not meeting the specifications or requirements in these delivery instructions may be subject to additional charges or can be rejected.**