

Live magazine

INSERT SPECIFICATION

GENERAL:

CAPACITY FOR INSERTS IN LIVE MAGAZINE IS AS FOLLOWS:

- FIVE LOOSE INSERTS PLUS ONE BOUND IN INSERT AND ONE GLUED CARD.
- THE MAXIMUM CALIPER OF THE HOST MAGAZINE (INCLUSIVE OF ALL INSERTS, TIP-ONS, BOUND-INS MUST NOT EXCEED 7MM.

LOOSE INSERT SPECIFICATION

IMPORTANT:

- ALL INSERTS ARE SUBJECT TO APPROVAL PRIOR TO BOOKING, MINIMUM OF THREE SAMPLES REQUIRED.
- ALL DELIVERIES MUST BE AS PER AN AGREED DELIVERY AND PRESENTATION SPECIFICATION.
- CODED REGIONALISED AND ZONED INSERTS MUST BE NOTIFIED AT THE TIME OF BOOKING.
ZONING – MINIMUM OF 50,000 COPIES PER ZONE - BELOW THIS FIGURE MAY ATTRACT AN ADDITIONAL CHARGE.

SPECIFICATION (STITCHED):	MINIMUM	MAXIMUM
NUMBER OF LOOSE INSERTS	1 X 50,000	6 X FULL RUN
PAGINATION RANGE	8	56
FORMAT RANGE	148MM DEEP X 105MM WIDE	300MM x 233MM

SPECIFICATION (UNSTITCHED):	MINIMUM	MAXIMUM
NUMBER OF LOOSE INSERTS	1 X 50,000	5 X FULL RUN
PAGINATION RANGE	2	56
DIMENSION RANGE	148MM DEEP X 105MM WIDE	300MM x 233MM

ALL LOOSE INSERTS

- MINIMUM NUMBER OF INSERTS PER REGIONAL LOAD IS 50,000. A MINIMUM RUN OF 25,000 IS POSSIBLE BY ARRANGEMENT.
- ALL INSERTS MUST BE OF UNIFORM THICKNESS ALONG CLOSED EDGE FOR RELIABLE PICK-UP.
- FILLED ENVELOPES AND INSERTS WITH PERFORATIONS ARE ACCEPTABLE, SUBJECT TO TRIAL AND APPROVAL, PRIOR TO BOOKING.
- ANY INSERT WITH A UV VARNISH OR LAMINATE FINISH MUST BE APPROVED BY THE PRINTER BEFORE BOOKING.
- ALL IRREGULAR SHAPED INSERTS INCLUDING THESE WITH FLAPS MUST BE APPROVED BY THE PRINTER.

PAGINATION	MINIMUM	MAXIMUM
2PP	90 GSM	260 GSM
4PP	60 GSM	260 GSM
6PP	60 GSM	260 GSM
8PP	48.8 GSM	240 GSM
10PP	48.8 GSM	220 GSM
12PP	48.8 GSM	180 GSM
14PP	48.8 GSM	120 GSM
16PP	48.8 GSM	100 GSM
18PP	48.8 GSM	80 GSM
20PP and above	48.8 GSM	70 GSM

SAMPLES OF ALL MATERIAL MUST BE SUBMITTED FOR APPROVAL PRIOR TO BOOKING