

### Loose insert specification

Capacity for inserts in ES magazine is as follows;

#### ES magazine Package:

- Five loose inserts, one bound in insert and one glued card
- When five loose inserts are present, one must be equal to or greater than 8pp
- Two stitched booklets if both large format or one stitched book only if small format
- Remainder 2pp - 12pp without stitches but may be spine glued

#### Important:

- All inserts are subject to approval prior to booking, minimum of three samples required, those that are out of specification may require a trial and will be subject to extra charges
- All deliveries must be as per our delivery and presentation specification
- Coded regionalised and zoned inserts must be notified at the time of booking
- **Failure to present correctly could cause rejection or attract additional cost for re-turning/packing**
- **Loose inserts must be supplied with a 1% over allowance**

Specification (Stitched):	Minimum	Maximum
Number of loose inserts	1x 50,000	5x full run
Pagination	8	56
Small Format	210mm deep x 148mm wide	230mm deep x 200mm wide
Large Format	231mm deep x 200mm wide	270mm deep x 200mm wide
For example	240mm x 200mm is Large Format	

Specification (Unstitched):	Minimum	Maximum
Number of loose inserts	1x 50,000	5x full run
Pagination	2	56
Dimensions (2pp)	148 deep x 105mm wide	256mm deep x 200mm wide
Dimensions (greater than 2pp)	148 deep x 105mm wide	270mm deep x 200mm wide

- Inserts below 190mm deep x 120mm wide limited to a combined total of twelve pages

#### All Loose Inserts

- Minimum number of inserts per regional load is 50,000. A minimum run of 25,000 is possible by arrangement and payment of a fee
- All inserts must be of uniform thickness along closed edge for reliable pick-up - no filled envelopes
- For all of the above inserts, four unequal pages are permitted. For inserts less than or equal to 12pp the four unequal pages to be two thirds or greater than the insert width measured spine to foredge
- Two of the four unequal pages may be less than two thirds width if inward folded and held flat by adhesion (eg scent strips)
- Perforations are permitted but must be 35mm or more from any corner otherwise an extra charge will be levied
- Any single insert must be of the same paper stock and grammage throughout

Paper weight	Minimum	Maximum
2pp	150gsm	240gsm
4pp	115gsm	240gsm
6pp	60gsm	240gsm
8pp	48.8gsm	240gsm
10pp	48.8gsm	220gsm
12pp	48.8gsm	180gsm
14pp	48.8gsm	120gsm
16pp	48.8gsm	100gsm
18pp	48.8gsm	80gsm
20pp	48.8gsm	60gsm
24pp	48.8gsm	60gsm
28pp	48.8gsm	60gsm
32pp	48.8gsm	60gsm
36pp	48.8gsm	60gsm
40pp	48.8gsm	60gsm
44pp	48.8gsm	60gsm
48pp	48.8gsm	60gsm
52pp	48.8gsm	60gsm
56pp	48.8gsm	60gsm

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

## Bound-in insert specification

**Important:**

- All inserts are subject to approval prior to booking, minimum of three samples required, those that are out of specification may require a trial and will be subject to extra charges
- All deliveries must be as per our delivery and presentation specification
- Coded regionalised and zoned inserts must be notified at the time of booking
- **Failure to present correctly could cause rejection or attract additional cost for re-turning/packing**
- **Bound in inserts must be supplied with a 3% over allowance**

Specification:	Minimum	Maximum
Number of bound -in inserts	1x 50,000	1x full run
Pagination	4	32
Dimensions (Excluding Trims)	200mm deep x 210mm wide	286mm deep x 210mm wide
Distance of live matter from trim	10mm	
Position	Centre of host magazine	

- Minimum number of inserts per regional load is 50,000. A minimum run of 25,000 is possible by arrangement and payment of a fee
- Unbalanced products of 6pp are permitted
- Gatefold products with pages less than or equal to 148mm spine to foredge must be spot glued
- Any single insert must be of the same paper stock and grammage throughout
- No perforations

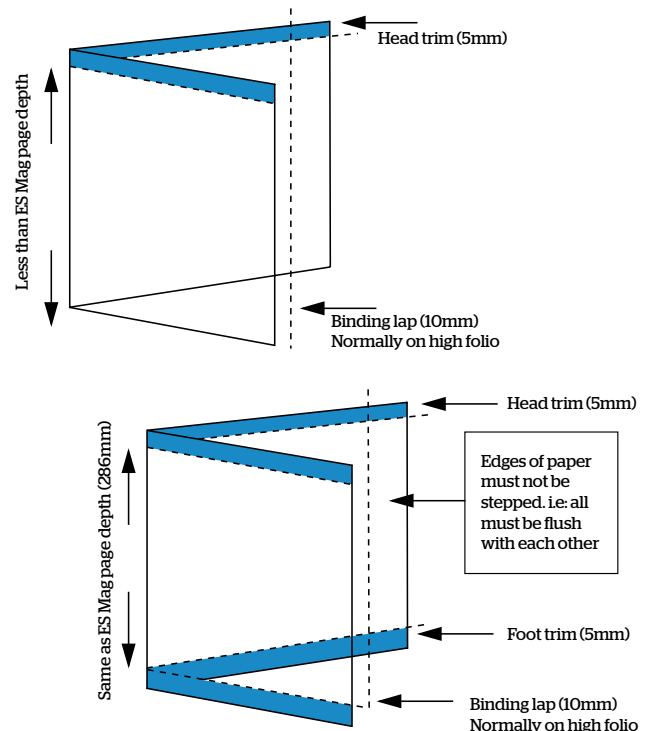
Paper weight	Minimum	Maximum
4pp	100gsm	250gsm
6pp	100gsm	250gsm
8pp	60gsm*	250gsm
10pp	60gsm*	150gsm
12pp	60gsm*	80gsm
14pp	60gsm*	80gsm
16pp	60gsm*	80gsm

18pp	60gsm*	80gsm
20pp	60gsm*	80gsm
24pp	60gsm*	80gsm
28pp	60gsm*	80gsm
32pp	60gsm*	80gsm

\*55GSM Improved newsprint is acceptable

**Position**

- Centre of es magazine. Insert will be bound at the head of the page
- A clear indication of required orientation must be given when insert is submitted for approval
- Trim and lap specification must be confirmed for each issue prior to production of the insert
- Bound in inserts that are the full depth (286mm) of es magazine must have a foot trim of 5mm Inserts that are less than full page depth must have printed bleed to edge of paper at head
- Bound in inserts that are the full width (210mm) of ES Magazine must have a foredge trim of 3mm



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## Glued card insert specification

**Important:**

- All inserts are subject to approval prior to booking, minimum of three samples required, those that are out of specification may require a trial and will be subject to extra charges
- All deliveries must be as per our delivery and presentation specification
- Coded regionalised and zoned inserts must be notified at the time of booking
- **Failure to present correctly could cause rejection or attract additional cost for re-turning/packing**
- **Glued cards must be supplied with a 3% overs allowance**

Specification:	Minimum	Maximum
Number of glued cards	1x 50,000	1x full run
Pagination	2	4
Dimensions	85mm deep x 55mm wide*	200mm deep x 180mm wide

- \* The minimum dimension parallel to the spine must be 85 mm or greater
- Minimum number of inserts per regional load is 50,000. A minimum run of 25,000 is possible by arrangement and payment of a fee
- Pages must be of equal size and uniform thickness only
- No perforations
- When 4pp the folded edge must be parallel to the spine

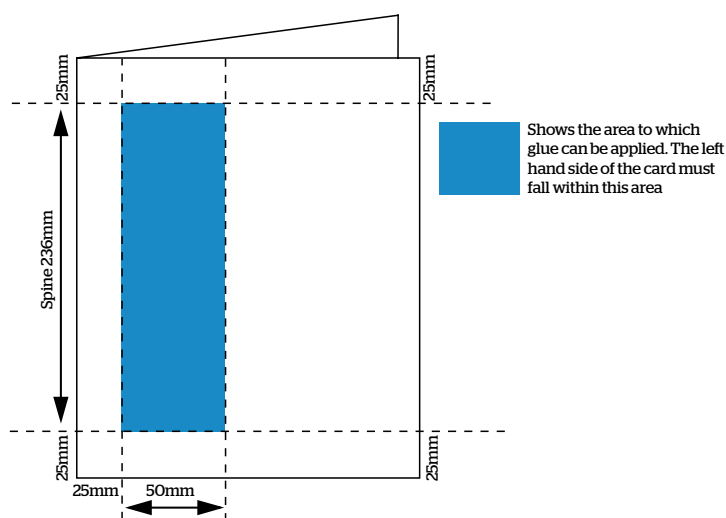
Paper weight	Minimum	Maximum
2pp	120gsm	240gsm
4pp	20gsm	240gsm

- Maximum total thickness of the card is 1mm.

**Sites available are by arrangement dependent on pagination**

**Position on Page**

- A clear indication of required orientation must be given when insert is submitted for approval



**Presentation**

All glued cards should be **BOXED IN PILE HEIGHTS OF NO LESS THAN 125MM WITH THE CONTENTS THE SAME WAY ROUND AND THE SAME WAY UP.** Failure to present correctly could cause rejection or attract additional cost for re-turning/packing depending upon time available prior to publication date.

A binders waste allowance of 3% should be added to the final print requirement for glued cards.

**SEE PRESENTATION & DELIVERY SPECIFICATION**

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