

# YOUR GUIDE TO INSERTS

## Deliveries

Delivery of your inserts must go direct to **The Magazine Printing Company** (Labels on page 4). The goods received there must have delivery notes with them (attached). Also, please send a single copy of your insert to: Gareth Davies, Yandell Publishing, PO Box 5122, Milton Keynes, MK15 8ZP.

Goods will not be accepted at the printers if a note does not accompany them.

The note must contain the following information:-

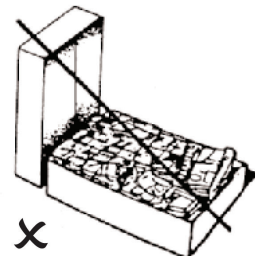
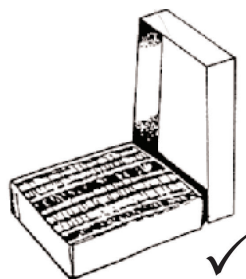
- Quantity
- Publisher's Name (Yandell Publishing)
- Name of Publication
- Date of issue for insertion

All goods must be palletised and in a sound condition. Any damaged goods will not be accepted.

Supplied material can be received between **7am to 5pm Monday to Thursday** and **7am to 4pm Friday**. Any other delivery times must be approved by a company representative.

## Packaging Method

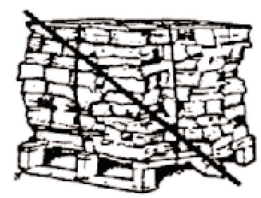
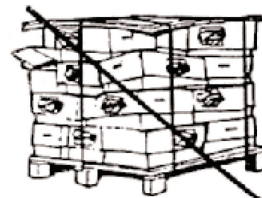
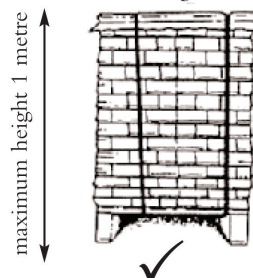
All inserts received must show the same information on the pallet or boxes as that shown on the delivery note. Only one type of insert is to be packed on a pallet.



Inserts should be well knocked up and placed within the outer edges of the pallet, with folding edges turned at 10cm intervals.

The pallet should be shrink wrapped and protected at the edges.

maximum weight 1 tonne



If the inserts are boxed and are smaller than the carton, please ensure that the contents are banded and the inserts are well protected within the box.

## Administration of Inserts

Due to the volumes of inserts received at our printers, failure to handle the supply in the following manner can cause major problems for all parties.

## Procedure

We will only insert those items shown on the magazine insertion order acknowledgement.

Example copies of inserts received should be sent to Yandell Media before production begins. Where an insert is received late at our printers every effort will be made to confirm that the item is correct, but this is not guaranteed.

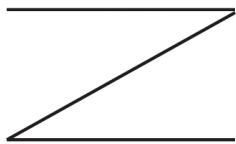
If an insert is late and due to its lateness a mailing line production window is missed, we will endeavour to mail it as soon as a production window is available. We will not accept responsibility for late delivery should this occur. Invoicing for the insert will still go ahead.

On completion of mailing any inserts left will be disposed of unless otherwise directed. Any prolonged storage of inserts will be charged for.

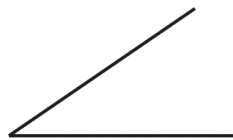
## Mechanical Inserts

Any concertina folded items or bulky items that would affect the sealing of the product cannot be mailed on the line.

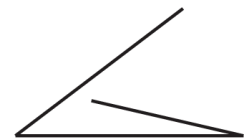
## Folding limitations



not machineable



machineable



machineable

## Size limitations

Inserts

Minimum Size 148mm x 105mm

Closed Edge 148mm.

Maximum Size 287mm x 200mm

Closed Edge 287mm

Onserts

Maximum Height 297mm

Maximum Width 210mm

Closed Edge 297mm.

**FOR OVERSIZED INSERTS THE PUBLISHER RESERVES THE RIGHT TO USE AS AN OUTSERT, WHICH WILL BE INSERTED WITHIN THE PLASTIC BAG OUTSIDE THE MAGAZINE.**

## Weight limitations

minimum 115gsm single leaf

## Bound-in inserts

### For perfect bound publications (based on 4 pages):

Inserts of 4 pages should be supplied cut and folded to single 4 page items but **left untrimmed** with an 11.5mm head trim and 4mm in the spine for grind-off (please see imposition diagram on page 5). This is so it can be glued into the spine of the magazine.

### For saddle-stitched publications (based on 4 pages):

Inserts of 4 pages should be supplied cut and folded to single 4 page items but **left untrimmed** with an 11.5mm head trim, 11mm grip and 19mm on the back edge providing an 8mm lip when folded (please see imposition diagram on page 6).

Please note: specifications will change for inserts dependant on size and pagination. For specific details please discuss your requirements with the publisher.

## Glued in Bellybands

### Please see glued in bellyband diagram on page 7.

Dimensions: 100mm high x (width varies on pagination of magazine).

Fold lines should not appear on any final artwork, they're only shown on our diagram for illustration purposes.

Our draft assumes a spine width of 5mm and that the flaps will be glued into the magazine. If the spine is smaller than 5mm, slightly more flap will go inside the magazine, so **please note** that text should not be placed any closer than 10mm to the fold lines so as to provide enough tolerance.

## Overlapping Bellybands

### Please see overlapping bellyband diagram on page 8.

Dimensions: 100mm high x (width varies on pagination of magazine).

Fold lines should not appear on any final artwork, they're only shown on our diagram for illustration purposes.

The flaps will be glued together around the magazine. **Please note** that text should not be placed any closer than 10mm to the fold lines so as to provide enough tolerance.

Please supply artwork for bellybands as a PDF of the whole area with 3mm bleed. If you have any other bellyband requirements than as described above, please discuss these with the publisher.

# • inserts

THE  
MAGAZINE PRINTING  
COMPANY

Goat Mill Road  
Dowlais  
Merthyr Tydfil  
Mid Glamorgan CF48 3TD

For (Title): \_\_\_\_\_ Issue: \_\_\_\_\_

Quantity: \_\_\_\_\_ Total No. of Boxes: \_\_\_\_\_

Publisher: \_\_\_\_\_

Insertion Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Yandell Publishing Ltd  
01908 613323

# • inserts

THE  
MAGAZINE PRINTING  
COMPANY

Goat Mill Road  
Dowlais  
Merthyr Tydfil  
Mid Glamorgan CF48 3TD

For (Title): \_\_\_\_\_ Issue: \_\_\_\_\_

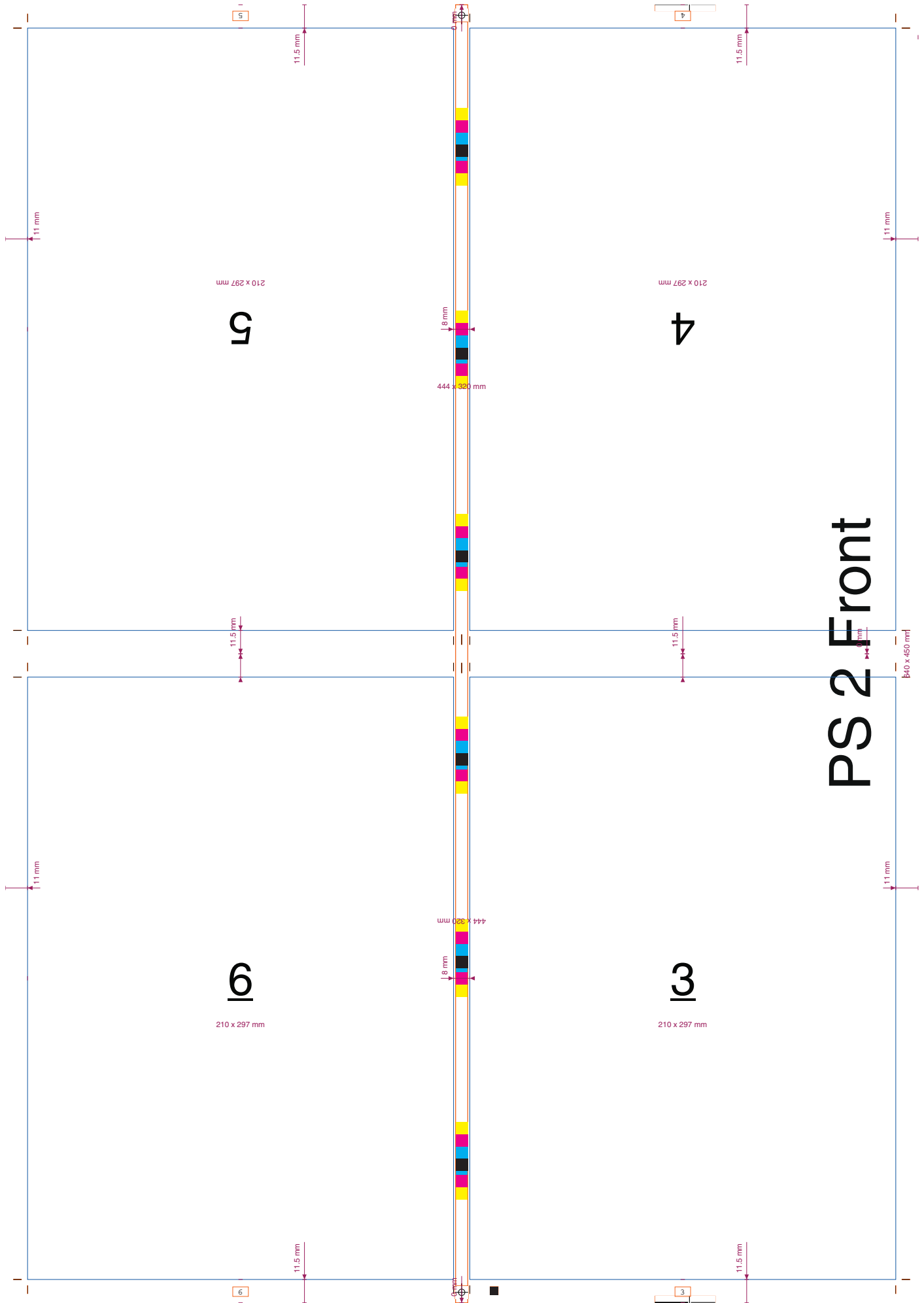
Quantity: \_\_\_\_\_ Total No. of Boxes: \_\_\_\_\_

Publisher: \_\_\_\_\_

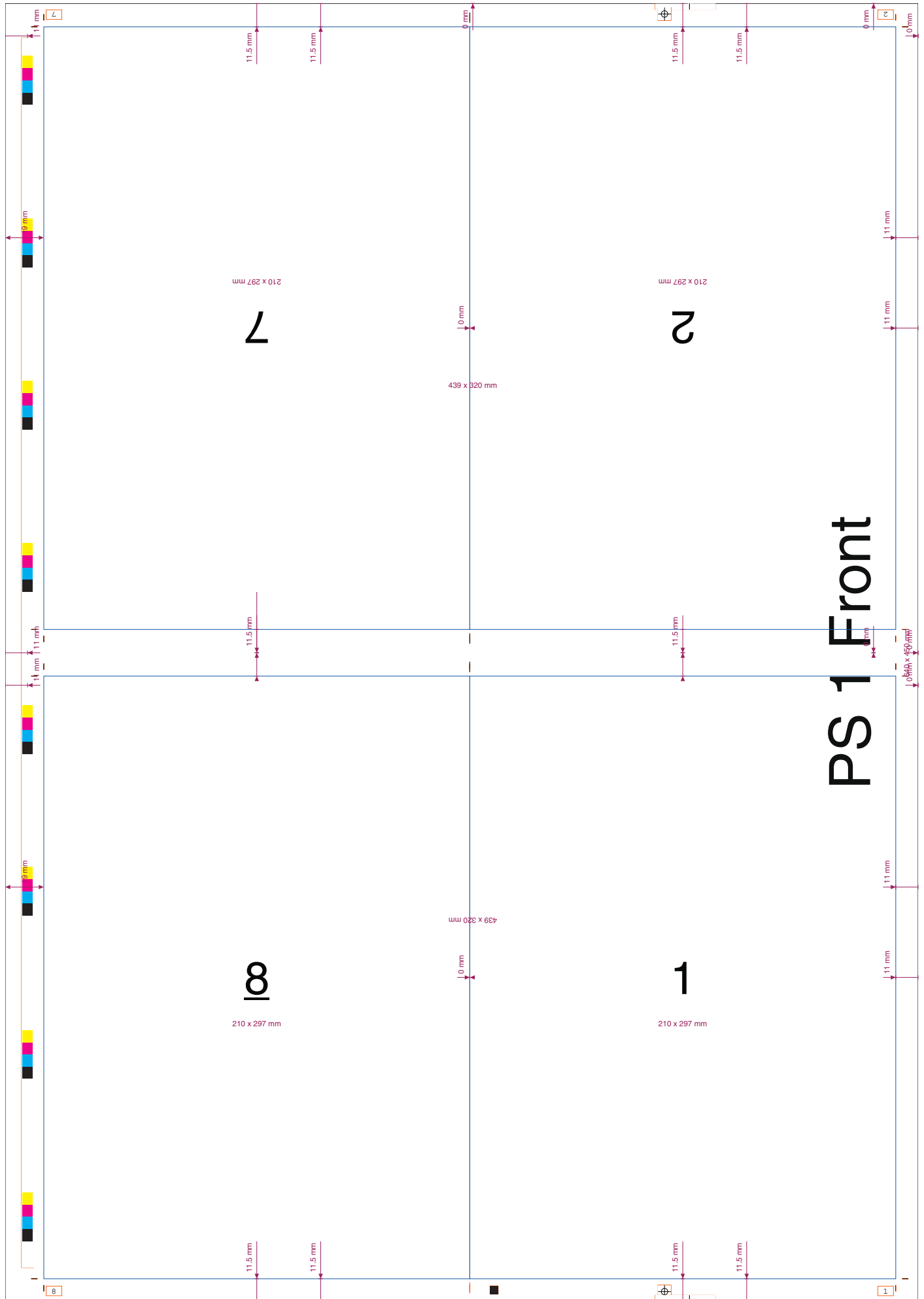
Insertion Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Yandell Publishing Ltd  
01908 613323

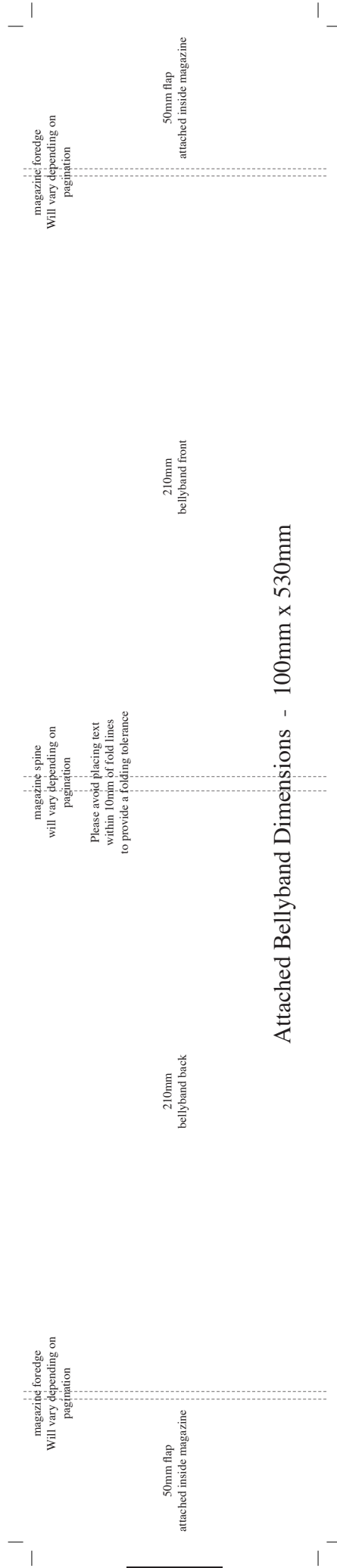
**Bound-in insert for perfect bound publications (based on 4 pages). Not to scale.**



**Bound-in insert for saddle-stitched publications (based on 4 pages). Not to scale.**



Glued in Bellyband diagram to 50% scale.



Attached Bellyband Dimensions - 100mm x 530mm

# Overlapping Bellyband diagram to 50% scale.

