



Concept

Our magazines and their supplements are transparently shrink-wrapped for subscribers with a white address strip. You can have a commercial message or teaser printed on this plastic film at a reduced rate. Printing of shrink-wrapping is also possible for the issues sold in the bookshop, although always at an additional price. Some magazines are not shrink-wrapped when sold in the bookshop. Printing of shrink-wrapping is only possible in combination with a co-mailing or any other campaign or advertisement of at least 1/1 page in the concerned magazine.

Deadline order

Submit an order: 8 weeks before publication date, deliver model/material:

6 weeks before publication date.

Prices

On demand. Please note that prices are subject to change until the final design has been chosen and tend to vary depending on the quantity, printed surface and number of colours.

Technical data

- Every campaign has to be submitted to the publisher beforehand.
- The format of the shrink-wrapping depends on the title/format of the magazine and a number of supplements booked for that publication date. The exact format of the material should be defined by our technical services. The technical design is sent as soon as the order has been confirmed.
- Material: certified PDF with colour-accurate proof.
- The entire circulation of a magazine (subscribers and/or sold in bookshops) must always be taken, without limitation to particular regions or other.

Layout

Layout is preferably done by our services, after material has been sent, in consultation with the customer and our services. If he so wishes, the customer can also submit a layout proposition, which we technically perfect afterwards. The cover of the magazine is entirely chosen by the editorial offices and unknown beforehand.

Printing possibilities

- Quadri
- PMS colour(s) (full-colour panes are best when shown in PMS)
- Quadri + PMS colour(s)
- White always forms the base layer for all printing.

PRINTING OF SHRINK-WRAPPING (2/3)

Example Marie Jo (Quadri + Full-colour blue PMS pane printed on white)



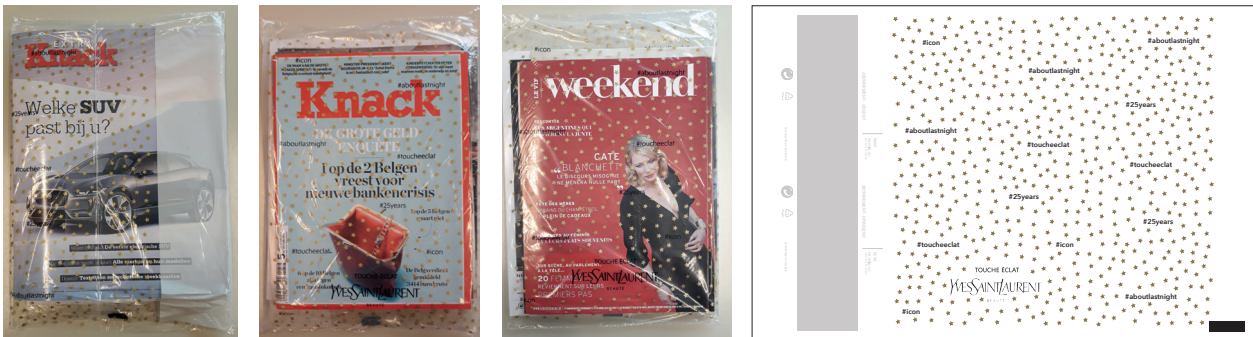
Example Estée Lauder (Quadri printed on white)



Voorbeeld Rituals (Quadri printed on white)



Example YSL (Stars: PMS Gold + black printed on white)



Example technical design

standard format Knack, without supplements, 1st example with white address strip for subscribers, 2nd example to be sold in bookshops.

**Please note that the format always depends on the publication week.
The correct technical design will only be sent when the order has been completed.**

