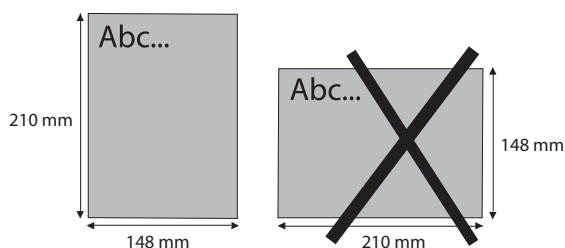


Description

The possibility exists to blow in a folder or an insert in the beginning of the magazine. This possibility offers you the chance to organise a direct mailing, at the same time related to the image of the magazine in which the blow-in appears. What's more, a DM action with a magazine guarantees a very accurate directory (no returns). The originality of the formula together with the reader-magazine relationship gives your campaign extra attention.

Technical specifications

Minimum size: 85 mm W by 100 mm H
Maximum size: 148 mm W by 210 mm H
Maximum weight: 50 g



Mark the folding instructions: there should always be a closed side, a zigzag fold is totally impossible.

Test specimens

Each campaign should be tested 6 weeks in advance, on the basis of 10 test specimens forwarded by you. These blanks should be sent to Roularta Media Group, Griet Vanderyse, Meensesteenweg 300, B-8800 Roeselare, Belgium.

Packaging and delivery

See stack and pallet demands.