

# INSERTS MAGAZINES (202x267) WITH STAPLED BACK (1/2)

(EXCEPT FOR KNACK/VIF FOCUS  
AND INDUSTRIE)

See calendars

The material should be delivered per language and per edition on a separate pallet. Every supply of material should be accompanied by a note of dispatch containing at least the following information: the client's name, the advertiser's name, date and title of the edition and language, the subject and a reference to the corresponding order number. If there are different versions, a separate pallet should be delivered for each version.

## Principle

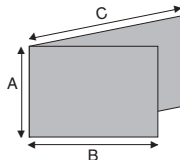
Each magazine contains maximally 2 centrefold inserts\*, both more or less in the centre, and if necessary also inserts separated by 2 sections\*\*.

\* Insert in the middle of a quire. This needs not necessarily be the middle or central quire.

\*\* Insert which is divided into two halves. One half is in the front of the magazine and the other half at the back.

## Formats

### REPLY CARD (only as outsert)



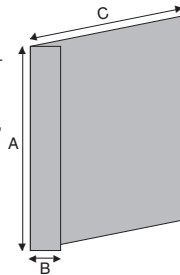
	MAX	MIN
A	110 mm	110 mm
B	150 mm	80 mm
C	150 mm	115 mm

**A bleed of 5 mm is included at the top**

C has to be minimally 10 mm wider than B

### 2 PAGES WITH FLAP

An insert with flap is automatically booked as a spread insert separated by 2 sections (=not in the middle of a quire, unless explicitly mentioned on the option, the insertion order, the blanks and on the delivery note). The smallest flap will always appear in the front and the other part of the insert in the back.



	MAX	MIN
A	267 mm	155 mm
B	105 mm	105 mm
C	185 mm	115 mm

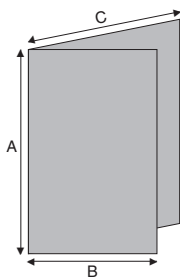
**Bleed (to be added to the measurements opposite)**

If A < 267 mm: 5 mm at the top

If A = 267 mm: 5 mm at the top

5 mm at the bottom

### 4-8-12-16 PAGES



	MAX	MIN
A	267 mm	155 mm
B	185 mm	150 mm
C	185 mm	150 mm

**Bleed (to be added to the measurements opposite)**

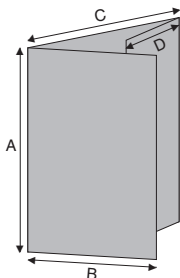
If A < 267 mm: 5 mm at the top

If A = 267 mm: 5 mm at the top

5 mm at the bottom

C never < B

### 6 PAGES



	MAX	MIN
A	267 mm	155 mm
B	175 mm	140 mm
C	185 mm	150 mm
D	180 mm	100 mm

**Bleed (to be added to the measurements opposite)**

If A < 267 mm: 5 mm at the top

If A = 267 mm: 5 mm at the top

5 mm at the bottom

C never < B

### OVERLAP

We always ask for a 10 mm overlap at the back of the insert.

No overlap is required for 8, 12 and 16-page inserts which are closed at the top, but

**if no overlap is provided a surcharge of 15 % can be the consequence.**

On the other hand, for minimum formats a 10 mm overlap at the back is obligatory.

## Paper (minimum weight per m<sup>2</sup>)

reply card =	135 g/m <sup>2</sup>
2 pages with flap =	135 g/m <sup>2</sup>
4 pages =	120 g/m <sup>2</sup>
6 pages =	120 g/m <sup>2</sup>
8 pages =	80 g/m <sup>2</sup>
12-16 pages =	70 g/m <sup>2</sup>

### Note:

- All inserts should have the same format and weight per m<sup>2</sup>.
- The grain direction of the paper must be parallel to the back, if not the fold may tear open when the magazine is assembled.
- Please provide 5% waste.
- Perforations in the back may cause the fold to tear open!

# INSERTS MAGAZINES (202x267) WITH STAPLED BACK (2/2)

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## Blanks, packaging, delivery

### BLANKS:

6 weeks before publication, 10 blanks accompanied by a note of dispatch should be sent to Roularta Media Group, Griet Vanderyse, Meiboomlaan 33, B-8800 Roeselare, Belgium.

### PACKAGING:

The inserts must be supplied folded, stacked in packets of at least 250, crosswise or turn and turn about. See page Stacking instructions and pallet specifications.

### DELIVERY:

4 weeks before publication at Roularta Media Group, Griet Vanderyse, Meensesteenweg 300, 8800 Roeselare.