



## Insert Information

Many of the products we produce (and some that we don't) include inserts that are handled mechanically or by hand, depending on the specification. The following information has been produced to help your design team produce inserts in a way that will ensure that they can be mechanically inserted, saving you time and money. If you are interested in personalising your mailings to save money and time as well as bringing new revenue opportunities, please ask for our booklet Mailing and Personalisation.

To help us to help you, all inserts must be clearly marked (see pallet/parcel marking) before despatch to our factory. Unless they are, it cannot be guaranteed that inserts will go into the magazine as booked.

IT IS THEREFORE ESSENTIAL THAT THIS INFORMATION IS FORWARDED TO THE PRINTER AND/OR CARRIER WHO WILL PACK AND TRANSPORT THE INSERTS

### PRESENTATION ON DELIVERY

Agents and advertisers are responsible for the way in which inserts are presented to us by their suppliers.

Inserts are handled on high-speed lines, so it is essential that they arrive to specification.

Guidelines are given below:

- 1 Inserts should be delivered correctly stacked on pallets.
- 2 Pallets must be in good condition to allow them to be stacked two high.
- 3 Pallets of inserts must be adequately wrapped and protected to avoid damage during transit.
- 4 All palletised inserts should be presented with the minimum number of turns, preferably not less than 50 per turn, but definitely not less than 25.
- 5 If the insert is unable to be palletised, due to its shape or size, then it should be packed neatly into cartons. If cartons are used, then the weight of each carton must not exceed 25 kilogrammes.
- 6 All inserts supplied in cartons should be presented "unbanded" and stacked in the same direction (no turns).
- 7 All pallets must be clearly labelled displaying the following:
  - A) Magazine title B) Issue date C) Insert name D) Quantity E) No of pallets F) Code number (where applicable)

### ROTHERHAM

Tel: 01709 364721

Fax: 01709 360024

Between 6.00pm and 8.30am

Tel: 01709 364723

### CUSTOMER HOTLINE

Tel: 0845 1130009

E-mail: [info@garnett-dickinson.co.uk](mailto:info@garnett-dickinson.co.uk)  
Web Site: [www.garnett-dickinson.co.uk](http://www.garnett-dickinson.co.uk)



### OVERS

Please note: Due to the ever increasing number of inserts being used and the resultant storage problems, any overs will be disposed of within seven days of binding date unless instructions are received, in writing, to the contrary.

### DELIVERY NOTE

Delivery notes for all inserts must contain the following information:

- Address and telephone number of printer/supplier.
- Description of insert with name of advertiser and specification, ie envelope, four page leaflet, sixteen page booklet, etc.
- Total quantity delivered and number in each pallet or carton.
- Publication, date for insertion and issue number.
- Name of publication and quantity identified on the delivery note.
- Marked for the attention of Insert Controller/Despatch Dept.



Certificate Number 2158/99

## DELIVERY

No more than three months supply of any one insert should be delivered due to restrictions of storage space. Additional months' supplies can be stored at pre-negotiated rates.

Delivery of inserts should be no less than two days before the binding of the product and **MUST** be between the hours of 0800hrs and 1600hrs.

Where a publisher/advertiser/agent has undertaken to supply inserts, we reserve the right to charge at the rate agreed if the inserts fail to arrive at the agreed time and place for insertion thus delaying production.

## COMMUNICATION

All queries regarding insert specifications should be directed to the relevant client services representative.

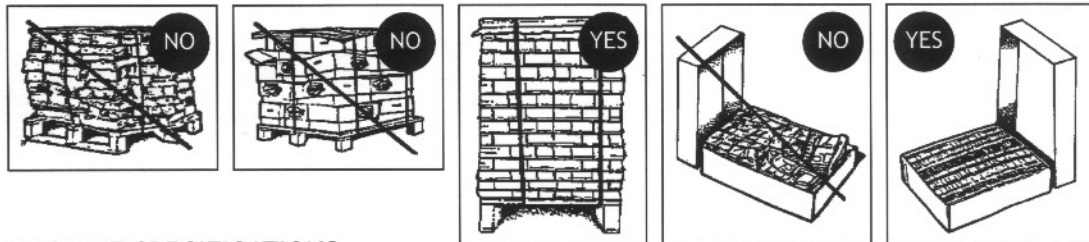
All queries regarding insert deliveries should be directed to the insert controller. This also includes the pre-booking for delivery of inserts.

Telephone: 01709 364721 Ext 203

## PRESENTATION

### Loose Inserts

High-speed lines can only insert a certain number of loose inserts. For loose inserting only a maximum of four inserts can be placed inside the magazine in one pass through the machine. For mailing purposes, if a carrier is needed a maximum of three inserts can be placed inside the product, in one pass. If no carrier is required, four inserts can be placed inside.



## MACHINE SPECIFICATIONS

### LOOSE INSERTS



MAXIMUM SIZE

MINIMUM SIZE

Inserts, ideally, should be at least 10 mm smaller in each direction (i.e. A4 publication – insert size 287 x 200 mm maximum). Inserts larger than this may have to be loose inserted by hand, at extra cost, instead of mechanically.

Certain material under this minimum size above may be acceptable but is subject to size and weight. Details and prices on application.

### PAGINATION

Single sheet to 32 pages

### THICKNESS

90gsm minimum for a single sheet  
70gsm minimum for a four or six page insert  
50gsm minimum for an eight page insert

### Notes

- 1 It is not possible to accept a concertina folded insert for machine insertion.
- 2 All loose inserts of four pages or more are fed into the publication spine first.
- 3 Any insert of irregular shape or not conforming to the above specification will require hand insertion.
- 4 Please note that hand inserts may require additional time and costs within the production schedule.

**BOUND-IN INSERTS AND BOUND OUTSERTS (for Saddle Stitched Products)**

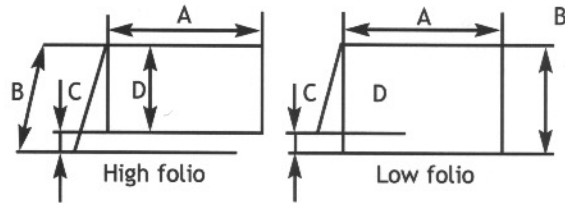
Muller Martini Saddle Stitcher/Trimmer 5 station

Max trim size 470 x 300mm. Min trim size 148 x 105mm. Max far edge trim 35mm

Standard size signatures with low or high folio lap.

	max	min
A	440 mm	148 mm
B	325 mm*	115 mm
C	18 mm	6 mm
D	—	100 mm**

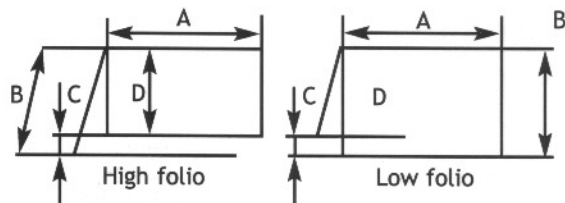
\* Maximum of 300 mm if signature is flush folded.  
 \*\* depending upon product weight.



Small size signature with high or low folio lap.

	max	min
A	155 mm	95 mm
B	325 mm*	115 mm
C	18 mm	6 mm
D	—	80 mm**

\* Maximum of 300 mm if signature is flush folded.  
 \*\* depending upon product weight.



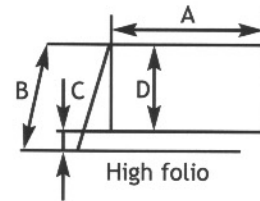
Muller Martini Saddle Stitcher/Trimmer 8 station

Max trim size 480 x 320mm. Min trim size 153 x 109mm. Max far edge trim 35mm

Standard size signatures with high folio lap.

	max	min
A	440 mm	105 mm
B	320 mm*	115 mm
C	18 mm	6 mm
D	—	100 mm**

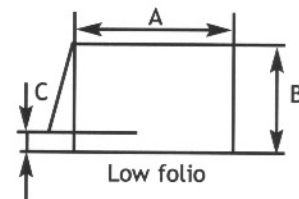
\* Maximum of 300 mm if signature is flush folded.  
 \*\* depending upon product weight.



Small size signature with low folio lap.

	max	min
A	440 mm	105 mm
B	300 mm*	125 mm
C	18 mm	6 mm

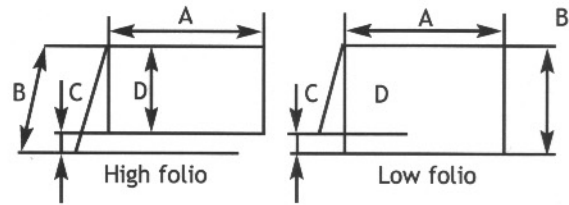
\* Maximum of 300 mm if signature is flush folded.  
 \*\* depending upon product weight.



Small size signature with low folio lap.

	max	min
A	155 mm	95 mm
B	300 mm	115 mm
C	18 mm	6 mm
D	—	80 mm*

\* depending upon product weight.



#### PAGINATION

Minimum four pages to maximum thirty-two pages. All bound-in inserts and bound outserts containing more than four pages must have a closed head or tail depending on which way publication is to be bound.

#### THICKNESS

100gsm for four pages

#### BOUND-IN INSERTS (FOR PERFECT BOUND PRODUCTS)

A Minimum depth Head to Tail: 150mm\*

B Minimum width Spine to Fore-edge: 120mm\*

\*No inserts can be bound in when dimension A is less than dimension B.

Landscaped Inserts could cause slow running and can only be accepted on approval of dimensions and grammage.

Minimum thickness if single leaf – 115gsm

All inserts for perfect binding should have the required head (or tail) trim intact plus a 3mm milling allowance on the binding edge.

#### 'LIVE MATTER'

All 'live matter' should be at least 7mm from the trimmed edge.

The minimum head, tail and fore-edge trim on all publications is 3mm.

