



## LOOSE INSERT SPECIFICATIONS

- Minimum size 115mm x 70mm and not less than 130gsm stock for a single sheet.
- Maximum insert size 277mm x 190mm - inserts that are larger will need to be supplied pre-folded for them to be loose inserted within the magazine.
- Single sheets should be cleanly trimmed, all of the same size, and without any rough edges.
- ALL loose inserts of 4 pages or more are fed into the publication spine first.
- The pagination of an individual loose insert should be no more than 32 pages.
- Inserts should be presented in minimum turns of 50 copies and neatly stacked on pallets or in boxes without curvature. Each pallet should be clearly identified with the title and issue date of publication to be inserted, the insert client name, number of inserts in each box and the number of boxes on each pallet. All deliveries must also be accompanied with a delivery note.
- Insert bundles should NOT be strapped as this causes curvature of the inserts and can create problems when feeding the inserts into the magazine.
- Where envelopes or other inserts held by glue or other adhesives they must be cleanly prepared and not sticking together in any way. (A sample must be supplied to IDG Communications, prior to acceptance of insert)

## DELIVERY REQUIREMENTS

All deliveries MUST have been assigned a delivery slot prior to deadline - (contact : **Graham Frise or Andy Legg on - 01726 892 496**), and presented with a delivery note clearly detailing the following information:

- Magazine name
- Issue date - NB Cover date not On Sale date
- Insert name
- Total quantity of inserts per pallet / Total quantity of pallets
- Booking reference

### DELIVERY ADDRESS

**Attention: iPod User magazine - St Ives(Roche) Ltd - Victoria Business Park, Roche, St Austell, Cornwall PL26 8LX**  
 (Please remember to state which magazine/issue the inserts are for)

ISSUE	DELIVERY DEADLINE
ISSUE 37	Tues 16th Dec 2008
ISSUE 38	Tues 17th Feb 2009
ISSUE 39	Tues 28th Apr 2009
ISSUE 40	Tues 16th June 2009
ISSUE 41	Tues 1st Sept 2009
ISSUE 42	Tues 27th Oct 2009

