

# CONDÉ NAST

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## VOGUE, HOUSE & GARDEN, TATLER, GQ & CN TRAVELLER

### SPECIFICATION FOR INSERTS

\*Magazine finished trim size: 285mm deep x 220mm wide\*

*Updated March 2021*

*Please note that all **sizes** are quoted **depth** (head to foot/height) x **width** (spine to foreedge)  
Please note that the magazines are **bound to the head***

### GENERAL

An insert might not be accepted unless:

1. A sample or dummy of the product has been seen and approved by Walstead Roche in order that all dimensions, trims and paper weights can be checked against this specification.
2. Any necessary production tests have been carried out by Walstead Roche to confirm the acceptability of the product, for which not less than 200 samples of the product will be required.
3. In the case of inserts containing sachets, or similar product samples, the burst strength and permeability of the sachet during handling and subsequent stacked storage has been tested already at PIRA **by the supplier of the insert and a copy of the certificate is available.**
4. The effect of the bulk of inserts of less than page size on our magazines' packing will also be taken into account: if the insert distorts the shape of bundles so that they cannot be stacked onto pallets our magazines may be unable to accept them or they will have to be cartoned at an additional cost. CONDÉ NAST PUBLICATIONS/WALSTEAD ROCHE RESERVE THE RIGHT TO REFUSE COMBINATIONS OF INSERTS GIVING RISE TO IRREGULAR SHAPED BUNDLES WHICH COULD BE UNSTABLE WHEN STACKED ON PALLETS.

### 1. LOOSE INSERTS

- Maximum number of 6 per copy
- Maximum size: 265mm x 190mm  
Minimum size: 148mm x 105mm
- Maximum pagination: up to 8pp (8pp+ will be classified as a booklet and will incur additional charges)  
Minimum pagination: 2pp (single leaf)
- Minimum paper weight: 150gsm for 2pp
- Wired booklets should be stagger stitched where possible to reduce bulk

- Concertina folds are not acceptable, nor any insert which, although within specification, is too bulky ie minimum size, maximum thickness
- All loose inserts of 4pp or more are fed into the publication spine first
- The printer reserves the right to refuse combinations of inserts giving rise to irregular shaped bundles which could be unstable when stacked on pallets
- The maximum quantity for a loose insert is the print order for the issue plus 3% binders' allowance. The minimum quantity acceptable for a loose insert is 10,000 plus 3% binders' allowance

NB It is important that inserts are produced on material that can be fed on the binding lines and does not curl or stick together.

## **1B. LOOSE OUTSERTS at WALSTEAD ROCHE MAILING**

- Maximum number of 5 per magazine (NBB total combined thickness of inserts + outserts + magazine must be no greater than 25mm or magazine will have to be mailed by hand)
- Maximum size: same dimensions as magazine
- Minimum size: 148mm x 105mm
- Maximum pagination: up to 8mm spine depth (8pp+ will be classified as a booklet and will incur additional charges)
- Minimum pagination: 2pp (single leaf)
- Minimum paper weight: 150gsm for 2pp
- Concertina folds are acceptable but will incur additional costs (at hand-finishing rates)
- Any outsert which, although within specification, is too bulky ie minimum size, maximum thickness is not acceptable
- The Mailing House/Finisher reserves the right to refuse combinations of inserts and outserts which give rise to irregular shaped bundles which could be unstable when presented to Mailing Centres
- The maximum quantity for a loose outsert is the print order for the issue plus 3% wrapping allowance. The minimum quantity acceptable for a loose insert is 10,000 plus 3% wrapping allowance
- Presentation: NO outserts should be shrink wrapped or boxed (otherwise additional costs will be incurred)
- Bundles or boxed items must not exceed 9kg

NB It is important that outserts are produced on material that can be fed on the mailing lines and does not curl or stick together.

## **2. BOUND-IN INSERTS**

- Maximum number of inserts per issue depends on the job ie number of sections
- Maximum size (excluding trim allowance): 285mm x 220mm  
Minimum size (excluding trim allowance): 150mm x 120mm
- Maximum pagination: 32pp  
Minimum pagination: 2pp (single leaf)
- Minimum paper weights: 150gsm for single leaf, 90gsm for 4pp, 80gsm for 8pp, 56gsm for 8pp+  
Maximum paper weight for single leaf insert: 350gsm
- Inserts should not be positioned before the first section or after the last section
- Trims: spine 3mm, head 5mm, fore-edge 4mm minimum - 8mm maximum, foot 4mm minimum - 9mm maximum

- If the insert is less than the maximum size, or has flaps which fold within the page area, any edges that will not be trimmed with the magazine during binding must be supplied pre-trimmed
- An insert which has a fold on the foreedge ie a page with a flap cannot appear at the full width of the magazine. Maximum size of page with flap: page 215mm wide, flap 200mm wide. These sizes ensure that the flap does not bind in at the spine or trim off at the foreedge
- The maximum quantity for a bound-in insert is the print order for the issue plus 3% binders' allowance. The minimum quantity acceptable for a bound-in insert is 10,000 plus 3% binders' allowance

NB It is important that bound-in inserts are produced on material that can be fed on the binding lines and does not curl or stick together.

### 3. MACHINE TIPPED-IN INSERTS/CARDS

- Maximum number of 1 per copy
- Maximum size: 215mm deep x 140mm wide  
Minimum size: 100mm deep x 60mm wide
- Maximum pagination: 32pp (subject to sight)  
Minimum pagination: 2pp (single leaf)
- Maximum paper weight: 300gsm  
Minimum paper weight: 150gsm for 2pp
- Do not use minimum paper weight with maximum size or maximum paper weight with minimum size
- The product must remain flexible enough to be mechanically handled  
The product must not have any concertina folds
- A positional guide **must** be supplied. There are restrictions on the positions available on the page: at least 25mm must be allowed from the edge of the insert/card to the foreedge of the page; 35mm must be allowed from the head and 35mm from the foot of the page and 40mm must be allowed from the spine. *In addition, the closed edge of the tip-in must run across the width of the page/section ie from spine to foreedge of the finished book. Furthermore, the closed edge of the tip-in must be to the foot of the book.* All requests for positioning should be approved by the Production dept
- A movement tolerance of 10mm in any direction must be allowed for in the positioning of tipped-in inserts/cards
- The bulk of a tipped-in product may affect the magazine's packing; if the insert distorts the shape of bundles so that they cannot be stacked on pallets, the magazine may have to be cartoned and additional costs may be incurred

NB A tip-in cannot be mechanically placed on page 1 of the magazine ie on the first page of Text of the magazine. If a tip-in is required on this page it **MUST** be applied by hand.

### 4. IMPORTANT CONSIDERATIONS FOR INSERTS

- Further details and prices on landscape inserts, scent strips, gatefolds, perforated inserts, spot-glued inserts, sachets and magnastripped inserts are available on application. Magnastrips will incur an additional charge for binding in
- Inserts which are irregular in their shape will normally require hand inserting. When hand inserting is necessary, additional time within the production schedule will normally be required. Prices for hand inserting are available on application
- It is important that inserts are produced on material that can be fed on the binding lines and does not curl or stick together

- It is essential that samples (minimum quantity 200) of inserts are submitted to the Production dept for trial purposes at least 4 weeks before the inserts due date to ensure that it meets with the printer's specifications. Any shortfall on the printer's specifications will be advised as soon as possible in order that alternative arrangements can be made
- **In the event of an out of specification insert being used, an additional charge may be made as a result of reduced running speeds on high speed binding lines**
- All "live" matter should be at least 10mm from trimmed edges
- Inserts must be supplied pre-folded. Sections can be either open or closed head - we can accept sections with open heads for perfect binding but not for saddle stitching
- Perforated inserts, where the whole insert can be removed from the magazine, should not be perforated too heavily as the weight of the insert causes it to fold during binding and may cause 2 inserts to feed together
- If perforating, please allow another 13mm on the edge to be bound-in (3mm for spine grind off and 10mm from that to the perforation). Portrait format is preferred
- File copies of all inserts must be delivered to the Production dept at least 5 working days before the actual delivery date to the printers

## 5. PACKAGING and PRESENTATION

- Inserts should be presented stacked and turned in consistent piles ie the same way up and the same way around with a minimum number of turns (not less than 50 inserts per turn) per bundle and adequately wrapped and protected to avoid transit damage. Each pallet must be stretch wrapped and banded with a top board
- Inserts must be presented suitable for loading by hand into high speed bindery equipment
- Inserts should be delivered to the printer on non-returnable pallets sized 1,000mm x 1,200mm, maximum height 1,000mm. Maximum gross weight per pallet 1,000 kilos
- All pallets should be in good condition in order to allow them to be double stacked
- Cards and single leaf inserts should not be turned or reversed and should be delivered correctly stacked on pallets and banded 4 ways. Interleaving boards should be placed at intervals through the stack in order that when the bands are cut, the stack will not collapse
- If the insert cannot be satisfactorily palletised then it should be packed in suitable size cartons. The weight of each carton should not exceed 9kg. All inserts in cartons should be presented unbanded and unstrapped, stacked in the same direction (no turns), same way up, **but NOT stacked vertically/upright within the carton**. All cartons must be presented on pallets
- Each pallet or carton should be clearly labelled with:
  - A sample of the insert visible through the pallet wrapping/on the carton
  - The name of the publication in which the insert is to be used
  - The publication date and/or issue number eg JUNE 2021
  - The insert's name/ID
  - Any applicable insert code number
  - The quantity of inserts on the pallet/in the cartons (NOT just the quantity of pallets/cartons)
  - All pallets should contain the same quantity of inserts with the final pallet containing the remainder
  - Each pallet should also carry an individual number and the total number eg one of four pallets

- Multi-page inserts (ie 8pp to 32pp) for perfect binding must be supplied as logs and ram-bundled. Logs should be supplied with inserts spine down, minimum size logs 850mm, maximum size logs 1,200mm. Maximum weight per log to be no more than 100kg. End board size: 315mm x 230mm x 9mm thick MDF
- **Condé Nast Publications reserves the right not to run any insert that has been incorrectly packed or damaged in such a way that it causes a problem on the binding line**
- **Any inserts which are badly or incorrectly packed may be subject to an additional handling charge**
- Overs
  - Due to the increasing number of inserts being used and resulting storage problems, any overs will be **disposed of within 7 days** of the relevant magazine publication date unless written instructions are issued to the contrary by the supplier

## 6. DELIVERIES

- Agents, suppliers and advertisers are responsible for the way in which inserts are presented on delivery
- **If the insert is being produced outside the UK all import arrangements including transport to the printer, customs documentation and clearance and any payment of duty are the responsibility of the advertiser or their agents or suppliers**
- Check the actual date of delivery of inserts for specific issues with the Production dept
- All deliveries must be pre-booked three days prior to the proposed delivery. Deliveries should be booked-in between the hours 08.30-16.30 Monday to Friday on or before the delivery date given by the publisher. Contact the Despatch Clerk. Each delivery will be given a reference number corresponding to the date and time of its arrival. Any vehicles arriving without a reference number may be turned away. Any consignments consisting of 10 pallets or more should be delivered at night in order to ease daytime congestion. Deliveries can be accepted 24 hours a day. Inserts which are delivered late may not be accepted
- All deliveries of inserts should be accompanied by a delivery note which clearly states:
  - The name of the publication in which the insert is to be used
  - The publication date and/or issue number
  - The insert's name and specification
  - Any applicable insert code number
  - The quantity of inserts delivered
  - The total number of pallets and/or boxes supplied
  - The number of inserts in each pallet and/or box
  - The name and address of the supplier and/or printer of the insert
- Whenever more than one delivery of the insert is to be made, each delivery should be accompanied by a separate delivery note covering the items contained within that delivery. Where a single delivery is made for more than one issue of a publication or for use across different publications, the delivery note should clearly state the quantity of inserts intended for each issue. **In addition to this, the inserts for each issue should be supplied on separate pallets**
- All pallets will be checked off against the delivery note and an assessment made of the quantity ie all pallets at the same height should contain the same number of inserts. The pallets will be stored and identified in racking. As soon as possible after receipt of inserts the delivery information will be checked against the job information, however, as the printer is unable to physically verify the quantity of any inserts delivered, **the quantities stated on the delivery notes will be taken at face value.**

Consequently, if at a later stage it is found that the quantities stated on the delivery notes are incorrect Condé Nast cannot be held responsible for any subsequent shortfall

- **Deliveries of inserts which are not accompanied by a delivery note may be rejected at the printer unless suitable information can be obtained at the time of delivery**
- Delivery addresses below:

Attention of Goods In  
**Walstead Roche**  
Victoria Business Park  
Roche  
St Austell  
Cornwall PL26 8LX  
Tel # 01726 891 010

OR

**Walstead Roche Mailing**  
Victoria Business Park  
Roche  
St Austell  
Cornwall  
PL26 8LX  
Tel # 01726 892 495