

# *Guidelines*

*for*

# *ASDA Magazine*

# *Inserts*

These guidelines describe the general production requirements for inserts within the framework of the magazine's production schedule. In some cases it may be necessary to adjust these requirements due to schedule and technical constraints.

Furthermore, there are included production options for a whole host of different designs. It is a requirement that for each and every insert a check takes place to ensure that the technical and schedule requirements are met and that customer and printer are in agreement as to the conditions for production.

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## Loose Inserts

ASDA Magazine trim size is 225 x 175 mm  
Minimum size (HxW): 148 x 105 mm (Postcard)  
Maximum size:(HxW):205 x 155 mm  
Height: trimmed height of magazine 225mm - 20 mm  
Width: trimmed width of magazine 175mm - 20 mm

### Size

ASDA magazine is a saddle-stitched publication.

Thickness of a loose insert: max. 1 mm

The total thickness of all inserts should not exceed 30% of main product thickness.

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Paper Grammage:	2 pages	minimum	115 gsm
	4 pages	minimum	80 gsm
	6 pages	minimum	70 gsm
	8 pages	minimum	60 gsm
	over 8 pages	minimum	55 gsm

### Grammage

Weight of a loose insert : maximum of 35 g

The weight of all inserts should not exceed 70 g

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Binders Overs per insert version:	up to 500,000 copies:	2 %
	over 500,000 copies:	1 %

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### Binders Overs

The quantity per insert version must be at least 50,000 copies.

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### Coverage

Loose inserts should be rectangular and flat. They are inserted with the closed edge parallel to the spine of the magazine.

### Technical Spec.

Loose inserts with more than 4 pages should be held together by either being stitched, folded or glued. Inserts open on all sides cannot be processed e.g. concertina folds.

Postcards should be glued on to the inner-side of the insert. Postcards glued onto the outside of the insert should be well glued on the closed side of the insert along the full height. The distance between the edge of the postcard and the glue-line should not exceed 10 mm. Outer stapled on inserts which are not lying in the binding edge, cannot be processed

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Loose Inserts with die-cutouts, irregular geometry, plastic-wrapping or any product samples are outside of the standard specification then samples must be sent to Hearst and Prinovis for confirmation and test. Please supply 6 samples to the following addresses for printer and ASDA approval:

Jon Cotton

Prinovis UK Ltd.

Liverpool Industrial Business Park

4 Dakota Drive

Liverpool

L24 8RJ

# Bound-in Inserts

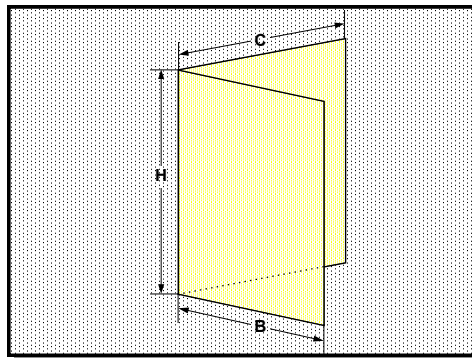
Bound-in Inserts are stitched into the magazine and are trimmed together with it. In essence all bound-in Inserts should be supplied with a trim edge of 3 mm and a binders lap in the back half of the magazine of 10 mm (after fold). Formats larger than the untrimmed size of the magazine cannot be processed.

The sizes shown below apply to magazines running on the head.

## General

## Sizes and Grammages

- H: untrimmed height of magazine
- B: untrimmed width of magazine
- C: B + 10 mm binders lap in the back half of the magazine

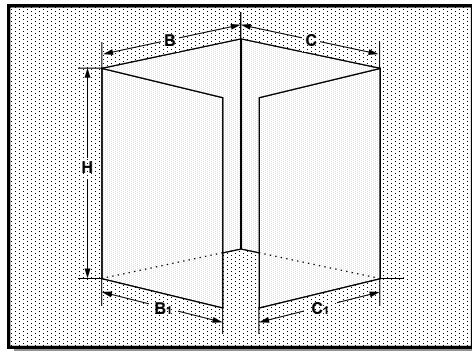


## In Magazine Format

Min. paper grammages:

Pages	Paper-grammage
4	100 gsm
8	70 gsm
12	65 gsm
From 16	56 gsm

- H: untrimmed height of magazine
- B: trimmed width of magazine – 18 mm
- B1: B – 2 mm
- C: trimmed width of magazine – 8 mm
- C1: C – 2 mm

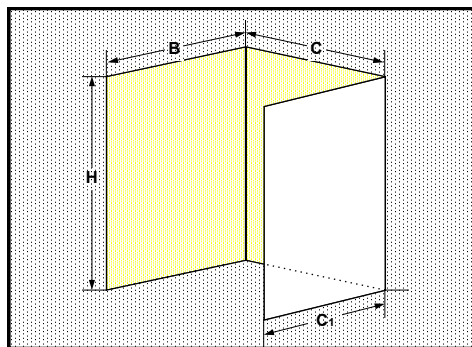


## Gatefold

Min. paper grammages:

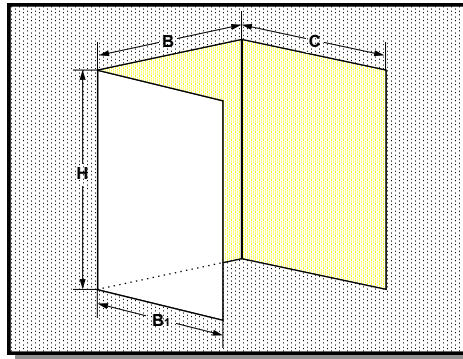
Pages	Paper-grammage
8	100 gsm

- H: untrimmed height of magazine
- B: C – 10 mm
- C: trimmed width of magazine – 3 mm
- C1: C – 2 mm



## 6 page stitch-in with flap at the rear

H : untrimmed height of magazine  
 B : trimmed width of magazine – 3 mm  
 C : untrimmed width of magazine without a binders lap  
 B1: B – 2 mm

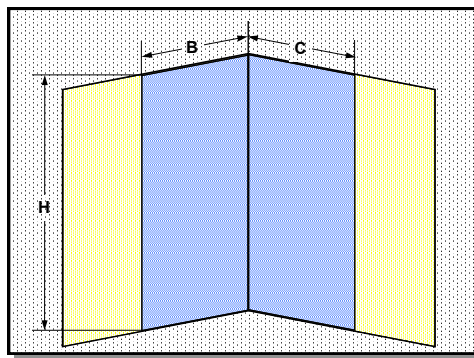


**6 page stitch-in with flap at the front**

Min. paper-grammage:

Pages	Paper-grammage
6	100 gsm

H : Untrimmed height of magazine  
 B : at least 100 mm.  
 C : B + 10 mm

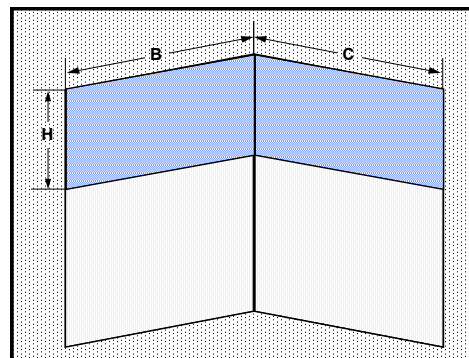


**Stitch-in with reduced depth**

Min. paper-grammage:

Pages	Paper-grammage
4	120 gsm
8	100 gsm

H at least 115 mm  
 B : Untrimmed width of magazine  
 C : B + 10 mm



**Stitch-in with reduced height**

Min. paper-grammage:

Pages	Paper-grammage
4	115 gsm
8	80 gsm
12	65 gsm
16 - 32	56 gsm

Cover flags lie within the head trim:

Minimum size for 4 pagecover flags

H: at least 115 mm  
 B : 100/ 110 mm

Paper-grammage: 150 - 180 gsm

**Cover flag**

Bound-in inserts with a reduced height result in copies with different thickness at the spine.

## Technical Details

The total thickness of bound-in inserts with a reduced height is a maximum of 2.5 mm. In any case the positioning and the composition of the tipped-on inserts has also to be considered. The addition of the thickness of a tipped-on insert and a bound-in insert lying above each other has to be maximum 2.5 mm.

Bound-in inserts – especially those placed in the centre of the magazine, and cover flags - with the paper grain parallel to the spine may split along this spine. For Inserts showing this problem the printer reserves the right, following consultation with the publisher, to withdraw this insert from production. To avoid this problem we recommend a “softening“ after printing.

Spine gluing or pre-stitching of inserts must be carried out to still enable stitching of the insert into the magazine to take place.

Other bound-in insert designs such as pre-stitched products, posters, pop-ups or inserts without a binder’s lap are outside of the standard. Part of these standards are also bound-in inserts, which are glued in the back or stapled and artificial centre of magazine in form of pre-binding and endsheet gluing. A test with at least 500 copies is necessary to check if they can be processed. If the processing is possible the expected reduction of the machine performance and the possible additional costs will be given.

## Special cases

## Packaging and loading safety

It is fundamental, that the magazine parcels/bundles are put on standard 1200 mm x 1000 mm (GKN) pallets. The use of other sorts of pallets is permissible only after agreement with the printer.

### Packaging norms of pallets

The height of the package for the shrink wrap parcels has a minimum of 5 cm and a maximum of 25 cm. The height of packages of magazines, which are not packed, has to be agreed with the printer.

The total maximum weight of a standard pallet is 1200 kg and for a Euro pallet the maximum is 800 kg. These maximum weights cannot be exceeded.

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For loading safety the using of stretch film is fundamental. Other sorts of packaging (cardboard, strapping ) etc, are only allowed after agreement with the printer.

### Loading safety

*Note: Metal strapping will not be accepted*

## Standards for day-to-day working

The feasibility check for inserts is on the basis of an enquiry described by the form "Special insert enquiry". If the criteria for the "standards" are fulfilled then an individual check is not necessary. But if the total thickness of all bound-in inserts and of all tipped-on inserts exceeds 2.5 mm an agreement of publisher and printer is necessary.

### Enquiry

The printer responds to each enquiry:

- Verbally within 3 working days
- In writing within 5 working days
- Following a test run within 10 working days following receipt of the enquiry.

Publisher and printer ensure through punctual enquiries and checks, that the schedule for placing an order is not endangered:

### Schedule

- for all special inserts apart from loose inserts up to the date at which the final pagination is decided.
- for all loose inserts 14 calendar days prior to production start.

The delivery of special inserts to the printer should, insofar as not otherwise agreed or productions with schedule implications are agreed, take place 2 to 3 calendar days prior to production date.

Every delivery to the printer should be accompanied by a delivery note containing the following details:

### Delivery papers

- |   |  |
|---|--|
| <ul style="list-style-type: none"><li>• Consignor</li><li>• ASDA Magazine / Issue</li><li>• RDC</li><li>• Name of insert</li><li>• Identification;<br/>e.g. Codenumbers</li></ul> | <ul style="list-style-type: none"><li>• Type: loose / bound-in / tip-ons</li><li>• Quantity per pallet</li><li>• Total quantity or quantity in part delivery</li><li>• Quantity of pallets per identification number</li></ul> |
|---|--|

The use of the form "delivery note" (appendix page 13) speeds the procedure.

To avoid mix-ups every pallet should be accompanied with a pallet label containing the following information:

### Identification

- |  |  |
|--|--|
| <ul style="list-style-type: none"><li>• Manufacturer</li><li>• ASDA Magazine / Issue</li><li>• Name of insert</li><li>• RDC</li><li>• Identification;<br/>e.g. Codenumbers</li></ul> | <ul style="list-style-type: none"><li>• Type: loose / bound-in / tip-ons</li><li>• Quantity per pallet</li><li>• Pallet identification no.</li><li>• Quantity of pallets</li></ul> |
|--|--|

The packaging should reflect the requirements to enable safe transportation, efficient production and environmental aspects.

### Packaging



The following packaging materials should be used

- Standard 1200mm x 1000mm GKN pallets
- Euro- Exchange pallets
- LDPE-Film, stretch film
- Paper

Pallets delivered to the printer must be able to be palletised:  
Length: up to 1200 mm; width: up to 1000 mm; maximum height: 1200 mm; maximum weight: 1000 kg (Standard) 800kg (Euro)  
All pallets should be protected against dampness and the loads should be stable.

## Palletisation

The products within the pallet should be of a single version, square on the pallets and with only one turn throughout. It is fundamental that the package piles were put on the pallets with the back on the top. The grip-height for a parcel or a layer containing no turns should be at least 12 cm. If it is difficult to pile inserts up, a special packaging should be agreed with the printer.

Boxes, banding, rubber bands or other packaging aids add to the difficulty of production and may incur additional cost.

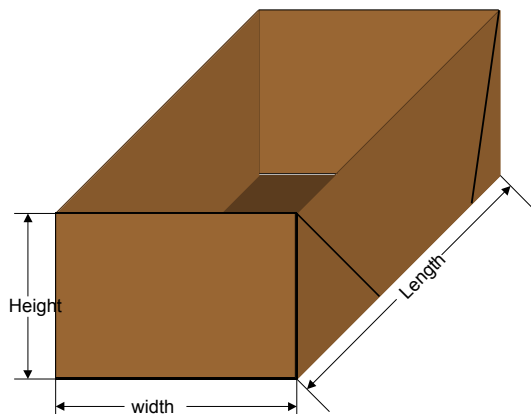
Postcards, individual unfolded sheets as well as product samples should be placed on the pallet with the same orientation. Turns within the pile are not permitted.

For product samples standard magazine packing is required.

Sizes of the magazine cardboard box's inner-side:

- Length: = 380 mm; width = "Size of product" + 1 – 3 mm; Height = "Size of product" + 1- 3 mm.
- The flap is stuck on the outer-side
- All product samples have to have the same alignment.
- The edge of the product sample, which will be placed at the binding edge of the magazine, lies at the open side of the cardboard box.

Deliveries not being magazine packaged result in additional costs.



All inserts must be able to be separated by machine and be processed without repeated stoppages. To effect this they must not stick together e.g. by dampness, static charge, stray glue, die-cut deformation, edge or stray trim.

For technical reasons it is not unavoidable that a magazine may contain no insert, double inserts or the wrong insert. Up to a level of 2% at least 500 copies defective insertion does not constitute grounds for a quality complaint.

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#### Coverage tolerances

If in the course of the production, difficulties are encountered which exceed those levels expected by experience or a test run and which were not obvious prior to production beginning, then possible delays in delivery are not the responsibility of the printer. The publisher has to be informed if any delays are expected. **The inserts diminishing the output can be taken out of the production by the publisher or printer.**

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#### Problems during production

If there is a remaining stock over 20,000 copies left after the production, they will be stored for two weeks for collection and after that destroyed. A less amount of copies remaining will be destroyed at once.

#### Disposal of remaining quantities

Costs incurred for the disposal of remaining stocks of paper are to be taken by the printing company.

Costs incurred for the disposal of all other waste materials, especially special waste (product samples and composite materials) are to be taken by the publisher.

# Delivery Note

*For inserts in ASDA Magazine*

Consignor / Manufacturer:.....

Magazine / Issue: **ASDA Magazine** - Issue.....

RDC .....

Name of the Insert:.....

Identification / Codes:.....

Type of Insert: .....  
*(Bound-in), (loose Insert), (Tip-on, Product sample)*

Total Quantity:.....

Delivery Quantity:.....

Number of pallets in the delivery:.....

## **Regulation for Delivery of Inserts Delivery Specifications**

These instructions have been put together to ensure that the process of delivery into our warehouse runs as smoothly as possible. Adherence to these instructions will mean that we can manage traffic effectively, identify problems quickly and above all ensure that your job runs to schedule.

### **Key Processes:**

#### **Delivery Booking Instructions:**

**All deliveries must be announced and pre-booked at least 36 hours in advance of any deliveries being made and delivered to Prinovis at least 48 hours before the start of production. By phone 0044 (0)151 494 4645 or (0)151 494 4561**

When you are making a booking in for a delivery following information will be required:

- Name of Publication
- Issue Date or Issue Number
- Name of the insert / cover to be delivered.
- Number of versions present.
- NI booking reference (for News International goods only)
- Description of stock (Quantity and number of pallets)
- Name of company and phone number of person making the booking
- Date and time of delivery
- Advise if different types of creative's & if so how many
- Advise if any product codes are involved
- You will then be advised of your Prinovis UK Ltd. Booking Reference Number and allocated a time slot.

**Important note: Prinovis UK Ltd. accepts pre-booked deliveries only!**

**Remark for the forwarder:** If you have any doubts about which Product, Magazine or Version you deliver, please discuss this with your customer before you call us.

You can make a Booking in between: Monday to Friday 9:00 am – 5:30 pm.

Opening time for unloading Monday to Friday 7.00 am – 7:30 pm

To avoid any problems, No changes should be made unless it is agreed with Prinovis UK Ltd. – Alan Gerrard or Denise Savva

#### **Delivery notes / Paperwork:**

All deliveries MUST be accompanied with a detailed delivery note, language MUST be English (CMR/Courier notes will not be accepted). The note should clearly show following information:

- Prinovis Liverpool Ltd. Booking in Reference Number
- Description of stock item (Quantity and number of pallets)
- In addition it should show the number of copies and copies per pallet, i.e.
- 10 pallets of 85 bundles (25 copies per bundle) = 21,250 copies.
- Delivery quantities in total
- Number of pallets and weight in total
- Name of product / magazine, for which delivered inserts/covers are provided including Issue number / date
- Name and address of the supplier.
- Where there is more than one version / code / creative of the product present in the delivery, the delivery note should accurately show the actual quantities and number of pallets of each version present.
- Where deliveries are composed of more than one product, a separate delivery note is required for each product.

**It is obligatory that File-Copies are packed and mentioned separately on the delivery note.**

If we are unable to verify the quantity of any delivery we will mark the delivery note as unchecked. If we discover at a later stage that the quantity on the delivery note is incorrect we will not be held responsible for any subsequent shortfall.

**Deliveries with incomplete or incorrect delivery notes will be rejected unless suitable information can be obtained at the time of delivery.**

### **Presentation of Materials**

All Pallets should be “built” in an appropriate manner (preferable brick stack), tightly shrink wrapped and strapped so they can stand the rigours of handling and transport. Metal straps are not accepted as per Health and Safety regulations.

- Only standard 1000 x 1200 pallets in good condition with 4 way access for handling are accepted. Standard 800 x 1200 pallets will be accepted from European printers.
- Edges of pallets must not be overlapped.
- All pallets/ boxes should be labelled with a stock type, code and quantity.
- Do not combine more than one version to a pallet.
- Pallet labels should be affixed visibly to each pallet at least on two sides and an additional label on top of the pallet. This should indicate: Name of product / magazine, issue date/number. and code/version/creative type of the insert/cover, quantity per pallet and any other appropriate or relevant information.
- When the vehicles are loaded the pallet label should face outwards so that they are immediately identifiable upon receipt at Prinovis Liverpool.
- When a vehicle arrives with a pallet that has been tipped over or when one or more pallets are considered to be unsafe to unload, the entire load will be refused delivery.

### **Packaging Guidelines**

- The printer must ensure that all inserts are free from set-off and that the ink is dry. Inserts must be kept as flat as possible at all times with tight folds and free from rolled edges, wrinkles or any other distortions. To avoid unnecessary handling and to prevent damage to inserts, the following IFRA recommendations should be adhered to:
- The height of each turn with the inserts placed the same way around, edge to edge, should be a minimum of 120mm so that they can be easily picked up by hand. The heights of the turns in a bundle should be identical.
- Inserts that are curled at the edges on delivery will not be accepted.
- Product packed in cartons or shrink wrapped will not be accepted unless pre advised, however additional charges will be incurred as extra labour will be required to deal with this format.
- Delivery of perfect bound products should be agreed in advance (subject to thickness of spine of the product).
- Bundles should be single strapped to maintain their integrity on the pallet.

**Please do not:**

- Use weak or broken pallets
- Printers pallets
- Mix different versions on one pallet.
- Load individual pallet weights greater than 950 kilos.
- Stack pallets higher than 1.1 metre maximum from ground level.
- Double stack pallets on top of each other.

Please note: Items delivered and not conforming to the above requirements, or considered to be unsafe to handle, may be turned away.