

# (insert) specifications

## loose(inserts)

Weight	Minimum	Maximum
2 Page	100gsm	180gsm
4-6 Page	80gsm	150gsm
8 Pages	65gsm	150gsm
10-16 Pages	54gsm	115gsm
>16 Pages	Subject to approval	

Size	Depth x Width
Minimum	150 mm x 105 mm
Maximum	300 mm x 250 mm

## bound(inserts)

Weight	Minimum	Maximum
4 Pages	80gsm	150gsm
8 Pages	65gsm	150gsm
9-16 Pages	54gsm	115gsm
>16 Pages	Subject to approval	

Trim Size	Depth x Width
Minimum	150 mm x 105 mm
Maximum	330 mm x 270 mm

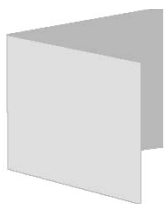
## tip-ons

Minimum	80 mm x 65 mm
Maximum	210 mm x 210 mm

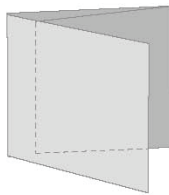
**Samples must be provided and checked before tip-on booking can be accepted**

## (fold) specifications

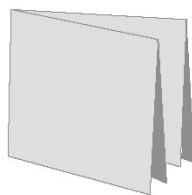
There are four types of recommended folds for inserts. These are 4 Page Fold, Roll fold, French fold and Gate fold. In the examples of the roll fold and gate fold, the turned back folds are to the inside and within 10mm from the spine.



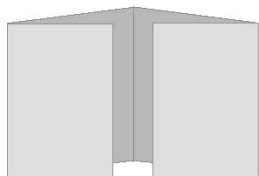
4 Page Fold



Roll Fold



French Fold



Gate Fold



Gate Fold Plus 4 Pages  
(for loose inserts only)



For advertising bookings and more information, please contact Direct Marketing:

### NSW

+ 61 2 9282 3326

Fax: + 61 2 9282 3132

For any production enquiries, please contact:

+ 61 2 9735 6380

+ 61 2 9735 6382

### deadlines

#### booking:

Minimum of 4 weeks prior to publication date.

#### cancellation:

Minimum four 4 weeks prior to publication date.

#### material:

##### the(sydney) magazine

No later than 10 working days prior to publication date.

##### the(melbourne) magazine

No later than 15 working days prior to publication date.

Please be aware that extra production time may be required with Adhesive Notes depending on the quantity.

All bookings are subject to the terms and conditions of Advertising.

100% space charge will apply when inserts fail to arrive in time for publication, if cancelled after the specified deadline, or if inserts are cancelled due to any deviation from these specifications.

Please note that specifications are subject to change without notice.

### third party advertising

Fairfax Group Inserts Department will not, under any circumstances, accept third-party advertising (also known as "space farming") in any advertisement, including inserts, tip-ons, or other forms of separate publications inserted into or attached for distribution into the publications

### packaging and delivery

Please contact the Fairfax Inserts Department for packaging and delivery specifications.

### editorial

Editorial and mastheads cannot be reproduced in any form in any advertisement, including inserts, tip-ons or other forms of separate publications inserted into or attached for distribution into the publications.

### paper stock

Products printed on high gloss stock must be approved by the inserts department. The application of a finish (such as a varnish, film or glaze), which may cause a product to become "slippery", is not acceptable, unless a true sample has been sighted and approved by the inserts department.

Avoid any change of stock part way through the print run as the handling characteristics will change and may result in high insert wastage. Clients are advised to seek assurance from printers that gloss surfaces will not stick.

### unusual inserts

Any inserts of an unusual nature including cards, envelopes, perforations, die cuts, irregular shapes, 3-D/pop ups and adhesives, will require testing before approval to run can be granted. A minimum of 100 sample inserts are required for testing purposes.

The Inserts Department must be informed of all deviations from the above specifications, for any insert inquiry/proposal. All enquiries should be directed to the Inserts Department on (02) 9735 6380.

Samples provided must be the actual insert. We cannot accept variations of the final product.

### samples

It is a requirement that at least 200 samples of any insert be submitted for checking prior to proceeding with the order for a bound insert. Specifications can be clarified upon booking.

### type area

When designing inserts to maximum acceptable sizes, be sure that type and any 'live' material is kept well away from trim edges - no closer than 15mm to trim edge.

### bleed

Where the image is required to bleed off the page, a bleed allowance of no less than 5mm must be included on the film. If insert is the same size as book, it must have 5mm bleed all around plus a binding lap. If image goes to edge of insert, include image in the bleed area.

### pre trimming and binding requirements

- If insert is smaller than book, and only four pages, 5mm must be added to foot of insert.
- If insert is smaller than the book and more than four pages a 5mm closed foot must be provided.
- For any insert four or more pages that is the same size as the magazine, a binding lap of 10mm should be added to the foreedge trim. The wider portion of the insert should be on the low-folio (front half) if it binds to the foot.

### important

- Please note that the placement/position of the insert, within the publication, is at the Publishing Operations Manager's discretion.
- A sample of the insert must be provided for checking upon booking.
- The orientation of loose inserts cannot be guaranteed (i.e. Inserts may appear upside-down or back front).
- There must be at least one closed edge on folded inserts and this must be the longest edge. The edge will be inserted against the spine of the magazine (i.e. NO landscape formatted inserts)
- Concertina and map folds are not acceptable.
- Inserts must not have the same visual layout on the front and back covers (ie: No mirror images).
- Loose sheets are not permitted within a multiple page insert.
- Inserts that do not comply with the initial booking details when received, may be subject to revaluation of acceptance.
- Clients, agencies and printers must ensure that all of their inserts are identical in terms of technical specifications, for a particular publication on any given date.
- Inserts with different specifications will be treated as separate products. However, it is not possible distribute each type of product to a different select distribution area (i.e. only one type of select possible on any given day).
- Inserts which are identical in terms of dimensions, with differing creative designs and/or key numbers, for the same client, must be inserted randomly (i.e. they will be regarded as one insert). Fairfax Printers cannot control the placement of inserts with different key numbers in the same publication.

### insert delivery

Pre printed inserts to be delivered to Hannanprint Sydney (Alexandria) and/or Melbourne 2 weeks (10 working days) prior to publication.

Please ensure the following information is marked clearly:

- Client name
- Weight of each pallet
- Publication
- Total pallet quantity
- Insert run date
- Copies per bundle

### delivery address

All Inserts to:  
Hannanprint NSW  
Attn: Ray Blackwood/Kurt Sorensen  
55 Doody Street, Alexandria NSW 2015