

INSERT SPECIFICATIONS

Various printed products and merchandise can be incorporated with ACP Media magazines by inserting, onserting or tipping-on. However, there are stringent restrictions on design, manufacturing, packing and transport of these inserts and it is recommended that ACP Media Production Services be consulted at the earliest stages to ensure all specifications are met.

This information is intended as a guide only. ACP Media uses a number of print suppliers and this specification is an attempt to average out the capabilities of their collective equipment. It may be possible to insert products that fall outside these guidelines. The Production Services team will be happy to advise on the suitability of any samples you may care to submit.

IT IS A REQUIREMENT THAT SAMPLES OR MOCK-UPS OF ALL PROPOSED INSERTS BE SUBMITTED TO PRODUCTION SERVICES FOR APPROVAL.

TELEPHONE New Zealand (64) Auckland (9) 308 2756

EMAIL productionservices@acpmedia.co.nz

NB: LOOSE INSERT, ONsert AND TIP ON SPECIFICATIONS DO NOT APPLY TO AIR NZ MAGAZINE

Bound Inserts

Minimum size: 148mm x 153mm wide

Maximum size: The trim size of the host magazine plus binding margins as noted below

Minimum weight: 115gsm (lighter stocks may be ok on multiple page inserts – please contact Production Services for advice)

Maximum weight: 200gsm

Positioning: All bound inserts are positioned at the head of the magazine.

Examples: Response cards, leaflets, pre-printed sections, 4, 6 or 8 page gatefolds.

Perforations: If the insert is intended to be detached from the magazine, the perforation should be positioned 10mm from the spine trim. The perf must not be so heavy as to weaken the insert, as this may render it unsuitable for subsequent binding.

Binding margins: All bound inserts require the addition of a head-trim (dimensions listed below). If the insert is maximum size (i.e. the trim size of the host magazine) then a selvedge of 5mm is also required on the fore-edge and the foot. Additionally, bound inserts for perfect bound titles require a 3mm selvedge on the spine.

Head-trim requirements:

Australian Women's Weekly (NZ edition), Air NZ magazine, Cleo, Fashion Quarterly, FQ Men, Home & Entertaining, Little Treasures, Metro, Netguide, Next, North & South, Taste, NZ Woman's Day, Your Home & Garden: 5mm

Saddle-stitched titles: Bound inserts for saddle-stitched titles must have a flap wrapping around the spine by a minimum of 115mm or 50% of the width of the insert (whichever is greater). A high folio lap of 10mm is desirable wherever possible. Be aware that, unless paginated to run in the centre of the magazine (which is not always possible), part of the insert will appear towards the front of the magazine, with the right half appearing at the corresponding location towards the back of the magazine. Please discuss with your account manager or with Production Services.

Type area: When designing inserts to maximum sizes, be sure that type or "live" image is not closer than 10mm to the trim edge.

Folding: Any insert consisting of more than 2pp (i.e. single leaf) must be supplied pre-folded. Folded inserts must have a "closed" edge to enable automatic feeding on the bindery equipment. Concertina folds are not suitable.

Loose Inserts

Minimum size: 148mm x 110mm wide
Maximum size: 30mm smaller than the trim size of the host magazine (in both dimensions)

Minimum weight: 115gsm for single leaf (lighter stocks may be ok on multiple page inserts - please contact Production Services for advice)

Maximum weight: 200gsm

Positioning: At random. Only one set position is available, being inside back cover.

Examples: Cards, single leaflets, catalogues, etc.

Folding: Folded inserts must have a "closed" edge to enable automatic feeding on the bindery equipment. Concertina folds are not suitable.

Onserts

It is possible to glue another magazine or catalogue on to the outside back cover of any ACP Media title except NZ Woman's Day and Air NZ magazine. Alternatively, certain printed items may be included in ACP Media subscription copies, enclosed in the flow wrapping. Small cards, tickets and certain merchandise samples can be adhered to the front cover in some circumstances. This service is not available for NZ Woman's Day or Air NZ magazine.

Tip-ons

Various printed products and merchandise samples can be attached to a page in a magazine with removable glue. This is not applicable to Air NZ magazine.

Positioning: Not closer than 30mm to any edge. Small sachets are further limited. Please consult with Production Services for advice on positioning any sachet. A tip-on is not guaranteed to be in exactly the same position consecutively. There may be a variance of up to 10mm, depending on the weight and nature of the tip-on.

Examples: Various printed products and merchandise samples.

A. Cards

Minimum size: 75mm x 75mm wide

Maximum size: 190mm x 150mm wide

Minimum weight: 130gsm

Maximum weight: 250gsm

B. Liquid sachets

Minimum size: 75mm x 75mm wide

Maximum size: 190mm x 150mm wide

Maximum weight: 20 grams total weight of sachet including fill.

Specifications

1. For each 1ml of fill, the sachet's internal area must be at least 8 square cm.

2. The sachet is to be free from excessive air. Specifically, as much air as

possible to be removed before sealing.

3. 100 samples must be sent to Production Services in order to conduct pressure testing. The sachet must withstand a compression test (1500kg for 10 seconds) and a fluage test (bonding must resist 5 hours at 1000kg).

4. The laminate composition must be minimum: 12 micron PET (Polyester) 12 micron Aluminium (Foil) 75 micron PE (Polyethylene). The Polyethylene must be modified linear low (LLPE) or equivalent.

5. The sachets must be packed in nested cartons for ease of unpacking.

6. The sachets must be packed so they do not curl or stick together.

7. All sachets must be the same way up and the same way around.

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General Information

Samples for trials

Most inserts can be approved upon sighting a mock-up, however some will require a trial, especially if they are outside the above specifications. 100 samples are required for trials. We require samples of liquid sachets as a matter of course, in order to test for and prevent leakage within the magazine.

Quantity

Print runs for ACP Media titles are under constant review. For the latest information as to how many inserts are required, contact your account manager or Production Services. The binding process can create up to 1.5% wastage, so if it is important that complete coverage occur then add 1.5% to the quoted total print run. Every endeavour will be made to ensure accurate numbers are quoted to advertisers but it is not always possible. For example, there will be occasions where unanticipated growth or topical content pushes the print run up at short notice, leaving us short of inserts.

Packing requirements

All inserts / onserts must be supplied securely packed in cartons all facing the same way unless this places the product at risk of damage (e.g. curl). In this instance please seek advice from the Production Services. Cartons must be clearly marked with: Product name; Insert for (magazine title and issue); Quantity per carton. A standard carton label is available via e-mail or fax – please contact Production Services. For product being imported it is recommended it be consigned FIS in order to avoid delays with the port authorities and NZ Customs. Any freight and import fees are care of the advertiser and / or their appointed agents.

Delivery Instructions

Woman's Day, Home & Entertaining, Fashion Quarterly, FQ Men, Netguide, North & South and Australian Women's Weekly.

PMP Print, 77 Plunket Ave, Wiri, Auckland

Air NZ magazine:

PMP Print, 30 Birmingham Drive, Riccarton, Christchurch.

Cleo, Little Treasures, Your Home & Garden, Metro, Next and Taste:

APN Print, 587 Great South Road, Manukau City.

NB: Inserts for New Weekly (NZ) and any other magazine which are to be placed by hand rather than by machine must be delivered to Contract Logistics, 99A Carbine Rd, Mt Wellington, Auckland, Attention: Di Waikaire.

CONTACT

ACP MEDIA Production Services

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