

# GUIDELINES FOR THE COLLATION OF MAGAZINE SUPPLEMENTS.

Reservations, circulation requirements, price and admissibility of content must be agreed in advance with the relevant advertising department.

## PRODUCT INSTRUCTIONS

### Format

- Loose insert  
Minimum format: 105x148 mm, maximum format: 10mm smaller all round than the main product, largest possible format: 247x320 mm, special formats on request
- Offline: attached insert Minimum format: 105x148 mm, maximum format: 3mm smaller all round than the main product.
- Inline: attached to collectors' editions Minimum format: 80x60mm, maximum format: 210x210 mm. A maximum of 3 supplements can be attached. Samples should always be included with an order.
- Special formats on request.

### Single sheets

- Single sheets must have a minimum weight per unit area of 115g/m<sup>2</sup>.

### Multi-page supplements

- 4 to 6 pages: at least 80 g/m<sup>2</sup>  
8 pages: at least 60 g/m<sup>2</sup> > 8 pages: at least 50 g/m<sup>2</sup>
- Weight: The total weight of the supplements may not exceed the weight of the carrier product.

### Bound-in supplements

- 4- or 6-page bound-in supplements: at least 100g/m<sup>2</sup>
- 8- or 10-page bound-in supplements: at least 70g/m<sup>2</sup>  
Bound-in supplements with 12 or more pages: at least 50g/m<sup>2</sup>

### Glued-in supplements

- Grammage: at least 100g/m<sup>2</sup>

### Special supplements

- Trade samples are not permitted without advance examination by the processor.
- The wrapping of the trade sample should resist a bursting pressure of at least 10000N during 15 minutes (10N correspond to approx. 1 kp).
- Liquid trade samples should be packaged in aluminum bags.
- We shall assume no responsibility for any damage caused by liquid trade samples.

### Weight (Shipping costs warning)

- The weight of a supplement should not exceed 50g/copy. If this limit is exceeded, first check with the magazine publishers.

## PROCESSING INSTRUCTIONS

### Folding techniques

- Supplements that require folding should have a cross, parallel or central fold. Accordion and altar folds cannot be processed.
- Multi-paged supplements larger than A5 (148x1210 mm) should be folded along their length.

### Cutting

- All supplements should be cut at right angles to match the format.
- Supplements should be cut cleanly using a sharp knife.

### Products attached / glued in inserts

- Products (cards, product samples, etc.) must always be firmly attached/glued inside the inserts. Depending on the quality of the inserts and/or the attached/glued products, it is recommended to carry out a feasibility check beforehand. Inserts with externally attached/glued products always require a feasibility check beforehand.

### Processing

- Supplement products must be presented in such a way that they do not come apart in the folding machines.

## RECOMMENDATIONS FOR PACKAGING AND TRANSPORT

### Delivery conditions

- The supplements must be delivered in such a way that they can be processed quickly and easily. Additional manual preparation will be charged accordingly.
- Supplements that have stuck together during printing, that are highly static or that have become damp cannot be processed.
- Supplements with turned-down corners, damaged edges, pleated folds or displaced (rounded) spines cannot be processed.
- Products with too much silicon content require additional work.

### Height of layers

- The unfolded, straight-edged layers should be 80 to 100 mm high for ease of handling.
- The layers should arrive untied and unfolded.

### Pallet loading

- The supplements must be stacked in clean piles on stable pallets.
- Supplements should be protected against possible damage during transportation (mechanical stress) and against moisture.
- Inserts must be delivered separately according to language and type.
- Each pallet must be clearly and visibly marked with a pallet card that matches the delivery note.

# GUIDELINES FOR THE COLLATION OF MAGAZINE SUPPLEMENTS.

## INSTRUCTIONS FOR PROCESSING THE DELIVERY

### Accompanying paperwork (delivery note)

- The delivery of supplements must always be accompanied by a correct delivery note, which should contain the following information:
  - The relevant subject and the relevant editions
  - Insertion date or publication date
  - The distribution region for the supplement (entire or partial circulation)
  - Name of the client commissioning the supplement
  - Title of the supplement or article number or subject
  - Sender and recipient
  - Number of pallets
  - Total number of supplements delivered
- Additional requirements:
  - The delivery note and pallet card must contain the same text.
  - Space for comments

### Please note

- A surplus quantity of at least 3% is required.
- Any supplements surplus to requirements will be destroyed unless specific instructions are given to the contrary.
- Supplements must reach Swissprinters 3 working days before the insertion date.
- There is a charge for the storage of supplements.
- We are not liable for supplements in storage.
- If a supplement cannot be inserted or can only be partially inserted due to an infringement of our guidelines, the client cannot claim compensation. Our general Terms and Conditions cover all other contingencies.
- Additional expenses caused by the failure to comply with our instructions or due to damage during shipment will be charged to the customer/supplier at a flat rate of CHF 120 per hour.

## DELIVERY ADDRESS

### Please note

24-hour advance notification is required for the delivery of enclosures.

Swissprinters AG  
Brühlstrasse 5, 4800 Zofingen  
Tel. +41 62 746 33 60  
warendisposition@swissprinters.ch

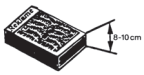
# GUIDELINES FOR THE COLLATION OF MAGAZINE SUPPLEMENTS.

## RECOMMENDATIONS FOR THE PACKING OF ENCLOSURES.

The insertion of advance material in the dispatch station is becoming more widespread. The handling of the different supplements is becoming increasingly complicated. There is only limited space in the warehouses and dispatch station for the pallets containing the

advance material. If the publishers and printers can reach an arrangement on handling supplements, this will benefit both parties. Unnecessary stages can be eliminated, thereby Damage to the supplements can also be kept to a minimum.

### Height of the stacks: 8–10 cm



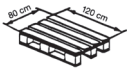
- The stacks should be between 8 and 10 cm high.
- The stacks in one location should all be of the same height.
- Do not stack crosswise.

### Do not tie stacks or wrap it in film



- The individual stacks should not be tied or wrapped in film since this wastes time and material.
- Wrapping can also damage the supplements.

### Use stable, reusable Euro-pallets



- Wooden pallets measuring 80x120 cm should be used.
- To facilitate handling in the warehouses it should be possible to access all four sides with a fork-lift or pallet truck.

### Place a board on the pallet before stacking



- A sturdy board should be placed on the pallet before stacking in order to protect the bottom layer from damage.
- The board also helps to keep the bottom layer clean.

### Strengthen the layers with cardboard



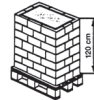
- Cardboard should be placed between the layers. This improves the inner strength of the stack, which is particularly important when stacking the pallets themselves.

### Maximum pallet weight: 800 kg



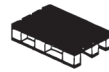
- Pallets exceeding this weight cannot be transported safely with a lifting truck.

### Maximum stacking height of the pallet: 120 cm



- Higher stacks are difficult to unload by hand.
- The danger of tipping increases as the stack grows higher.

### Protect the top of the pallet with a sturdy cover



- A simple cardboard cover will suffice if the pallets are not stacked.
- If pallets are to be stacked, a sturdy wooden cover should be used.

### Load the pallets accurately, so that the outside edges are smooth



- Pack the loads as tightly as possible.
- Pack the load so that the outer edges of the stack show mostly closed fronts. This helps to protect the supplements against external damage.
- Each layer must contain stacks of equal height.

### Affix packing tickets to two sides of the pallet load



- The packing tickets should contain:
  - Title of the magazine
  - Description of the supplement
  - Insertion date
  - Total number of copies
  - Number of copies on the pallet
  - Number of copies per stack
  - Individual pallet number
  - Total weight of the pallet
  - Name, address and telephone
  - number of the printer
  - Space left for two barcodes

### Tie or wrap pallet loads



- For longer journeys in particular, it is necessary to wrap and secure the pallet loads to protect the supplements.
- It is recommended that two tapes are put around the load in each direction in order to distribute the pressure more evenly and to achieve greater stability.