

**Inserts specification April 2011**

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**Loose, Gummed-on, Bound, Wrap-through Inserts Size & Weight Specifications**

Easy Cook is saddle stitched. Trimmed size is 280mm deep (spine) x 213mm wide.

For all inserts the spine is the depth (top to bottom measurement).

Concertina or Z Folds are not suitable for insertion.

**6 samples of all inserts must be sent to BBC Worldwide Ad Services at the address below before approval can be given.****Loose inserts****Size**

Minimum	148mm deep (spine) x 105mm wide
Maximum	260mm deep (spine) x 193mm wide

**Weight of paper: single sheet**

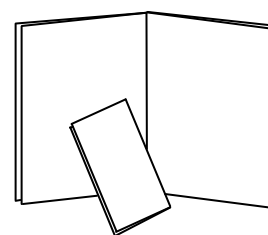
Minimum	90gsm
Maximum	150gsm (over 150gsm subject to approval)

**Weight of paper**

Minimum	4-6 pages	70gsm
Maximum	4-6 pages	130gsm
Minimum	8-64 pages	48gsm
Maximum	8-48 pages	80gsm
Maximum	64 pages	60gsm

Single sheet inserts may run the risk of multiple feeding but the incidence can be reduced by using a stock of at least 115gsm

On inserts with a lip, the lip should be a minimum of half the size from the fold to the edge.

**Bound-in inserts Size**

Minimum portrait, before trimming: 148mm deep (spine) x 120mm wide

Maximum portrait: trimmed size of magazine (280x213mm)

Head trim: 3mm

Full size inserts need a further 3mm foot trim and 3mm fore-edge trim.

Grind off allowance: 3mm

**Weight of paper**

Single Sheet	90gsm
4-16 pages	75gsm
150gsm and over will be subject to approval	

All gatefold or other foldout should have a minimum paper substance of 75gsm.

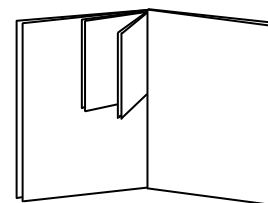
All foldouts require prior approval.

**Wrap – in Inserts**

Inserts can also be bound between sections of the magazine. Please call for further details

Live matter on an insert should be at least 7mm from trimmed edges

All inserts require a 3mm head trim allowance.



**Gummed inserts****Size**

Minimum portrait 80mm x 60mm

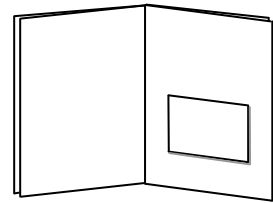
Maximum portrait 210mm x 210mm

**Weight of paper: single card**

Minimum 100gsm

Maximum 250gsm

Positional guide available on request

**Presentation requirements****Loose inserts, Gummed & Bound-in inserts**

The inserts must be supplied bulk packed on pallets i.e. stacked on pallets in a neat and stable condition, uncurled and undamaged.

The placing of the inserts in boxes, large pallet boxes or cartons, and/or the bundling of the inserts with straps or bands, may be acceptable **but only by prior agreement from BBC Worldwide Ad Services. Additional handling charges may be incurred, or the inserts rejected, where such prior agreement has not been obtained.**

The inserts must be the same size for each run and bundles must not be shrink-wrapped.

Turns must be avoided but the **minimum** number of turns is set out as follows:

Inserts under 8 pages = No Turns

8-12 page inserts = Turns of 500

14-30 page inserts = Turns of 100

Inserts 32 pages or over = Turns of 75

Deliveries are preferred on pallets sized 800mm x 1200mm or 1200mm x 1000mm, sturdy, capable of stacking, allow for four-way entry, and must be well-protected through the use of top-boarding, corner protectors, shrink-wrap and plastic cross-straps. Metal straps are NOT acceptable. We will accept up to 10 loose cartons of inserts; any more than this MUST be palletised.

Each face of each pallet/carton must be marked with the name Easy Cook, the advertiser, the quantity of inserts per pallet/carton, the pallet/carton number (e.g. pallet 1 of 2), the date of insertion and any key codes. One insert must be attached to the outside of each pallet.

The maximum pallet height is one metre and the maximum pallet weight is one tonne.

Different versions of an insert or two consignments being sent together should be palletised separately. We will not accept responsibility for an incorrect insertion if different inserts or issue dates are mixed on one pallet.

Poorly presented pallets may be refused at the discretion of William Gibbons warehouse staff should the pose a risk to Health & Safety or if unloading is not possible due to unsafe loads.

**Wastage allowances**

A wastage allowance in excess of the booked quantity is required to be delivered as follows:

Loose = + 2% bound &amp; wrap = +2%

Gummed = + 2%

**Delivery details : Delivery address**

William Gibbons, Unit 41, Planetary Road Industrial Estate, Planetary Road, Willenhall, West Midlands, WV13 3XT  
Deliveries must be made between 08:00 and 16:00 . Deliveries between these times do not need to be booked in. Any deliveries outside of these hours will need to be arranged at least 24 hours in advance. Please phone 01902 730011 for further advice.

**Delivery Enquiries**

Please contact Dan Harrison on 020 8433 3380 for any queries you may have regarding delivery of inserts.

**Advance Information Requirements**

Please send the following by return to Ad Services, BBC Worldwide, Media Centre, 2N The Garden House, 201 Wood Lane, London W12 7TQ.

**Samples and Text:** 6 copies of the insert (or identical samples), together with a copy of the proposed text and pictures to be used.

**Key coding:** please advise, in advance to both publisher and printer of any key codes or other variation to copy.

**Delivery Documentation**

All consignments must be accompanied by a delivery advice note showing the insert title, magazine titles, magazine issue date, quantity and number of pallets. The BBC Worldwide delivery note must be filled in and sent with each delivery. 2 inserts must be attached to the delivery note.

**Inserts overs**

All insert overs will be advised during the week of publication. Inserts will be destroyed 14 days after publication date unless collection arrangements have been agreed. Overs of 1,000 or less will be destroyed following completion of booking.

**Supplementary Conditions**

If more inserts are carried than have been booked, these will be charged for pro rata.

If fewer inserts are supplied than have been booked, the booked figure will continue to be charged for. If, after the inserts have been approved and accepted, they are not delivered by the delivery deadline, the full rate will be charged. If inserts are delivered which are not approved, and which we cannot use, the full amount will still be charged for. The way the inserts are presented must not impede the production of Easy Cook.

Thank you for your order for inserts to appear in Easy Cook. Please note that these insertion conditions form part of your contract with us and should be read together with our Terms and Conditions of Acceptance, which can be viewed at <http://www.bbcmagazinesadvertising.com/Advertising-terms.html> **Inserts not meeting the specifications or requirements in these delivery instructions may be subject to additional charges or can be rejected.**