



SADDLESTITCHED INSERT SPECIFICATION FOR FIRST LIFE

SIZES

2PP:

Maximum Size: 289mm x 310mm (this includes 100mm for the guard by which the insert is bound in) + trim allowances as detailed below

Minimum Size: 150mm x 200mm (this includes 100mm for the guard by which the insert is bound in) + trim allowances as detailed below

4PP:

Maximum Size: 289mm x 420mm + trim allowances as detailed below

Minimum Size: 150mm x 200mm + trim allowances as detailed below

Trim allowances:

Head: 5mm

Foredge: If full width of magazine required - 5mm

Foot: If full depth of magazine required - 5mm

All live matter should be at least 10mm from head, foredge and foot and gutter

Supplied inserts are normally knocked to the head when bound.

QUANTITY

Please check with the production department for an up-to-date quantity. Deliver actual plus 1.75% binders wastage allowance.

DELIVERY ADDRESS

Inserts should be delivered to:

Stacey Newson
St Ives Roche
Victoria Business Park
Roche
St Austell PL26 8LX

All consignments must be accompanied with the correct paperwork stating

- 1) Title of magazine
- 2) Issue date
- 3) Name of printed matter supplied
- 4) Quantity
- 5) Codes for any different versions supplied and quantities of each.
- 6) Booking reference

LABELLING

Please mark for FIRST LIFE, quantity, issue and name of product.

PACKING

Inserts should be delivered correctly stacked on pallets. Pallets must be in good condition to allow them to be stacked two high. Pallets of inserts must be adequately wrapped and protected to avoid damage during transit. All palletised inserts should be presented with the minimum number of turns, preferably not less than 50 per turn, but definitely not less than 25. If insert is not able to be palletised then it should be packed neatly into cartons - (weight must not exceed 25kg) unbanded and with no turns.

DELIVERY

Inserts are required one week before binding. Please note any overs will be disposed of within 7 days of binding date unless written instructions are received.

A DUMMY OF THE INSERT MUST BE RECEIVED BY THE PRODUCTION DEPARTMENT FOR APPROVAL BEFORE AN ORDER IS ACCEPTED. PLEASE SEND EXAMPLE TO:-

**MARIA LAMLE
CEDAR COMMUNICATIONS
85 STRAND
LONDON WC2R 0DW**

For further information please contact Maria Lamle on 020 7550 8062.