



LOOSE INSERT SPECIFICATION FOR FIRST LIFE MAGAZINE

CLEARANCE

A sample or dummy of the insert must be sent in advance to the production department of Cedar Communications for clearance with our client and the printers.

SIZES

All loose inserts to go into First Life must be no greater in size than 269mm (height) x 190mm (width) and no smaller in size than 150mm (height) x 105mm (width).

FINISHING

All loose inserts should be pre-trimmed and folded (if required) **before** sending to our printers.

PERFORATIONS

If the insert is perforated, the perforations must be **light** in order to eliminate any risk of tearing during inserting.

FOLDED INSERTS

Cedar cannot accept any inserts that are folded in a **concertina** manner (one side folded over a middle page and the other side folded behind a middle page) or any unusual folding - please check immediately with our production department if you are unsure on the folding technique used on your inserts, before confirming your booking. Examples **must** be supplied for final clearance.

WEIGHT

Maximum paper weight is restricted to a stock not more than 400gsm (less if the insert is over four pages thick). Minimum weight paper for a single leaf is 90gsm.

PACKING

Loose inserts for First Life should be bulk packed on pallets, clearly labelled for the particular issue and evenly boxed ensuring no damage to the edges of the inserts.

DELIVERY

Inserts should be delivered to: Stacey Newson
St Ives Roche
Victoria Business Park
Roche, St Austell
Cornwall PL26 8LX
Tel: 01726 891010

All enquiries must be made via Cedar, however delivery of inserts must be booked with the printer direct.

Please call Maria Lamle, Production Controller on 020 7550 8062, with any queries.