



## **LOOSE INSERT INFORMATION FOR HIGHLIFE 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 Highlife 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 Communications 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 170gsm (less if the insert is over four pages thick). Minimum weight paper for a single leaf is 80gsm.

### **Packing**

Loose inserts for Highlife 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:

The Artisan Press  
Gorse Hill Industrial Estate  
Beaumont Leys  
Leicester.  
LE4 1AQ  
Tel: 01162 366221

Delivery should be made three weeks prior to publication date. All enquiries must be made via Cedar - not directly to the printers.

Contact at Cedar:

DEBORAH HOMDEN  
CEDAR COMMUNICATIONS  
85 STRAND  
LONDON  
WC2R 0DW

Tel: 020 7550 8058

Email: [deborah.homden@cedarcom.co.uk](mailto:deborah.homden@cedarcom.co.uk)