



**Please send inserts to:**

William Gibbons & Sons Limited  
Autosport Magazine  
Unit 40  
Planetary Road Industrial Estate  
Planetary Road  
Willenhall  
West Midlands  
WV13 3XA

**FAO:**

Goods In  
+44(0) 1902 730011

If it is 4 or more pallets please contact:

Phil Harvey  
+44(0) 1902 271 132

[Phil.harvey@williamgibbons.co.uk](mailto:Phil.harvey@williamgibbons.co.uk)

Please refer to the **cover date** with all correspondences with our print sites.

**Each delivery needs to be booked in prior to arrival and a booking in slot is required. Failure to do this may result in inserts being turned away.**

**Within the rest of this document you will find guidelines and relevant information required. If you have any queries please feel free to contact us and we will be able to help.**



## Production specifications for loose Inserts

Advertising Dimensions (w x h)		
Type	Size	Min / Max Paper Weight
Loose Insert (within the magazine)	Min: (h) 148mm x (w) 105mm Max: (h) 280mm x (w) 210mm	minimum: 150gsm maximum: 300gsm  Max weight (in grams) is subject to approval of samples prior to insertion

### Insert Information

Inserts must have a closed edge on the longest side to be able to be mechanically inserted. Concertina folded inserts are not accepted.

Roll-fold inserts are acceptable, as long as they have a closed edge. Landscape inserts must be a minimum of 30mm less on the spine to foredge trim size. The maximum pagination for automatic feeding of loose inserts is 8pp. Any trimming or folding by hand prior to insertion will either be rejected or any extra work will be charged back to the client.

All inserts will be inserted into the magazine unless specified.

#### Packing:

Should be stacked on euro sized non-returnable pallets and turned in consistent quantity piles with minimum turns of 50, but no less than 125mm (in height).

Any residue inserts will be destroyed three weeks following the date of publication unless otherwise notified.

### Delivery Information

#### Very Important:

Please ensure that all deliveries are pre-booked with William Gibbons no later than 24hrs prior to delivery: **Contact Goods In on 01902 730 011**

**Note:** If deliveries consist of 4 pallets or more please contact Phil Harvey on 01902 271 132 or phil.harvey@williamgibbons.co.uk and obtain a booking-in reference number.

#### Consignments of inserts should be addressed to:

William Gibbons & Sons Limited,  
AUTOSPORT MAGAZINE,  
Unit 40, Planetary Rd Industrial Estate, Planetary Rd., Willenhall,  
West Midlands. WV13 3XA

#### Each parcel **must** indicate clearly:

1. William Gibbons - full address, as above
2. Name of insert and any specific reference code
3. AUTOSPORT on each parcel
4. The issue date in which the inserts are to appear
5. Quantity in each parcel
6. The number of parcels in each Consignment

A delivery note must be provided in duplicate, detailing the above. Inserts not correctly packaged and marked up may be turned away. Any residue inserts will be destroyed two weeks following the date of publication unless informed otherwise.

#### Delivery Deadlines:

All inserts must be delivered to the address on the Monday before the issue date. NB: Please do not deliver inserts earlier than specified or we will be charged storage costs which we will be forced to pass onto the client.

Due to storage capacity only one consignment of a full run insert can be delivered at any one time. For multiple issues, please check with the Production Manager who will confirm that 2 issues' worth can be accepted. Inserts for multiple issues must be kept on separate pallets, each pallet being clearly marked with information as above. Delivery notes must also CLEARLY show that two issues are being delivered.

Deliveries can only be accepted between 8am - 4pm Monday to Friday.

Samples must be sent to Planning Production 1-2 weeks in advance.

### Important

PLEASE NOTE: Should the printers (William Gibbons) receive a consignment of unacceptable inserts, without sufficient information as specified, the printer reserves the right to reject the delivery altogether or charge the client for re-folding of inserts or re-stacking of pallets in order for the insert to be able to run.

Any outserts/inserts outside of these specifications should be confirmed in writing with the Production Department prior to printing. We must receive a sample or dummy of any irregular outserts/inserts. The printer may request a trial run of at least 200 copies on the binder prior to inserting.

### Autosport production - contact details

Abbey Gunner, Production Controller, Autosport  
Autosport Media UK Ltd, 1 Eton Street, Richmond, TW9 1EF  
T: 020 8267 5588 Email: abbey.gunner@motorsportcom

## Production specifications for loose Inserts

### Visual Guidelines - Loose Inserts

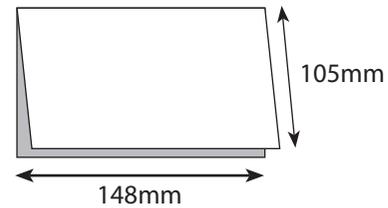
#### Minimum size

The minimum size for a loose insert in Autosport is (h)148mm x (w)105mm.

Number of pages is subject to weight.

The minimum thickness for a single sheet is 150gsm.

If the insert has a folded edge it should run parallel with the spine.



#### Maximum size

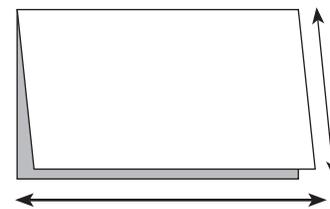
The maximum size for a loose insert in Autosport is (h) 280mm x (w) 210mm.

Any inserts over this size will be inserted in the poly as an outsert. Maximum size to go in the poly: (h)300mm x (w)230mm.

Number of pages is subject to weight.

Maximum thickness of sheet/maximum weight is subject to approval of samples prior to printing/insertion.

If the insert has a folded edge it should run parallel with the spine.



Inserts with a concertina fold cannot be machine inserted. Any insert of irregular shape or not conforming to the above specification cannot be machine inserted and will require hand insertion.

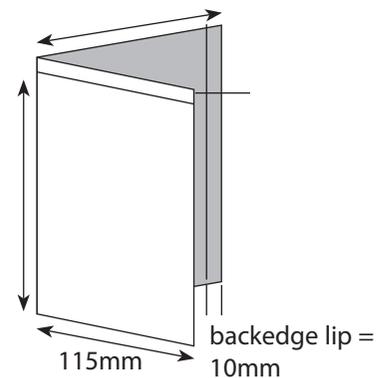
In the event of any doubt regarding insertion of a product, please supply samples for approval

### Visual Guidelines - Stitched-in Inserts

#### Minimum size - for saddle-stitch

The minimum size for a stitched insert in Autosport is (h)148mm x (w)120mm folded, with a 10mm high folio lap. Because stitched inserts are knocked to the head, they must be supplied with a 3mm headtrim. Any inserts outside of 3mm headtrim should be advised in advance and are subject to approval.

A sample should be sent and all inserts are subject to approval. Planning reserves the right to refuse or cancel any bound insert at any time.

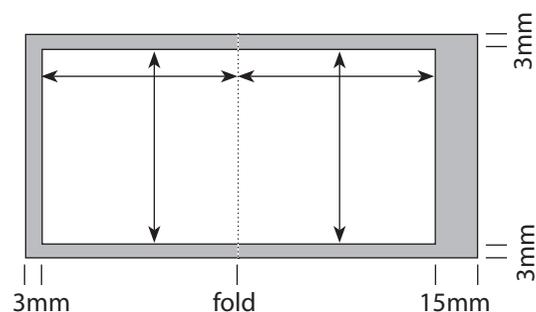


#### Maximum size - for saddle-stitch

The maximum size for a stitched insert in Autosport is (h)300mm x (w)230mm folded, plus trims. As the maximum size is the same size as Autosport, please supply as untrimmed (+3mm) folded sections.

A stitched insert size of 2pp (1 page double sided) will need a guard of 115mm width minimum.

Gatefold inserts - folded in leaves should have at least 5mm clearance from the foredge.



A sample should be sent and all inserts are subject to approval. Planning reserves the right to refuse or cancel any stitched insert at any time.