



Please send inserts to:

William Gibbons & Sons Limited
Unit 41
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

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

Insert specifications effective from November 2016

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) 185mm	minimum: 90gsm maximum: 150gsm 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 fore-edge trim size. The maximum pagination for automatic feeding of loose inserts is 32pp. 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:
Deliveries are preferred on pallets size 800x1200mm or 1000x1200mm sturdy, capable of stacking, allow for 4-way entry. Turns must be avoided for inserts under 8 pages. We will accept up to 10 loose cartons of inserts. Any more than this must be palletised

Any residue inserts will be destroyed upon completion of bindery. Overs will only be stored if an issue is specified in advance for their use.

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** and obtain a booking-in reference number. **If it's four or more pallets please call Phil Harvey on 01902 271 132 or email phil.harvey@williamgibbons.co.uk**

Consignments of Inserts should be addressed to:
**William Gibbons & Sons Limited,
PRACTICAL CARAVAN MAGAZINE,
Unit 41, Plantetary Rd Industrial Estate, Planetary Road,
Willenhall, West Midlands WV13 3XA**

Each parcel **must** indicate clearly:

1. Williams Gibbons - full address, as above
2. Name of insert and any specific reference code
3. PRACTICAL CARAVAN 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. One insert must be attached to the outside of each pallet. Inserts not correctly packaged and marked up may be turned away.

Delivery Deadlines:
Please do not deliver inserts earlier than the specified insert deadline date. Deliveries may be refused or additional storage charges applied.

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.

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 on the binder of at least 200 copies, prior to inserting.

PCV production - contact details

Kevin Conroy, Snr. Production Controller, Practical Caravan (PCV)
Haymarket Media Group, Bridge House, 69 London Road, Twickenham, Middlesex TW1 3SP
T: 020 8267 5740 Email: kevin.conroy@haymarket.com

Visual Guidelines - Loose Inserts

minimum size

The minimum size for a loose inserts in Practical Caravan is (h)148mm x (w)105mm.

Number of pages is subject to weight.

The minimum thickness for a single sheet is 90gsm.

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

maximum size

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

Any inserts over this size will be inserted in the poly as an outsert for subs copies, newstrade copies may inccur additional costs.

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 - Bound-in Inserts

minimum size

The minimum size for a bound-in inserts in Practical Caravan is 148mm x 120mm folded.

A grind off allowance of 3mm must be added to the spine edge, plus a head trim allowance of 3mm.

All 'subject matter/text' must be at least 6mm from any trimmed edges.

Bound-in inserts should have a minimum thickness for a single sheet of 90gsm. 4 to 16 pages minimum 75gsm. 150gsm and over will be subject to approval.

[A sample should be sent and all inserts are subject to approval.](#)

maximum size

The maximum size for a bound-in inserts in Practical Caravan is 300mm x 205mm.

Inserts must be supplied untrimmed with an additional spine/head/foot/foreedge allowance of 3mm.

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

[A sample should be sent and all inserts are subject to approval.](#)