



**Please send inserts to:**

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

**FAO:**

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) 277 mm x (w) 190mm	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 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:

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:

From the 1st of November 2016 we are introducing a booking in system for delivery of inserts or gifts of 4 pallets or more.

Please also note that we will receive deliveries no earlier than the publication PDF date. Please book in with Phil Harvey on 01902 271 132 or phil.harvey@williamgibbons.co.uk.

Deliveries over four pallets that arrive without a booking will be refused after this date.

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

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

Each face of each pallet/carton **must** indicate clearly:

1. William Gibbons - full address, as above
2. Name of insert and any specific reference code
3. WHAT HIFI MAGAZINE 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:

All inserts must be delivered to the address at least 3 working days prior to the mailing and ideally 5 working days beforehand.

Inserts should be delivered no earlier than 1 week in advance of mailing (please check with production for mailing dates). 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.

### 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.

### WHAT HIFI production - contact details

Suzanne Wiseman, Deputy Production Manager, What Hifi magazine  
Haymarket Media Group, Bridge House, 69 London Road, Twickenham, Middlesex TW1 3SP  
T: 020 8267 5575 Email: suzanne.wiseman@haymarket.com

## Production specifications for loose & bound-in Inserts

### Visual Guidelines - Loose Inserts

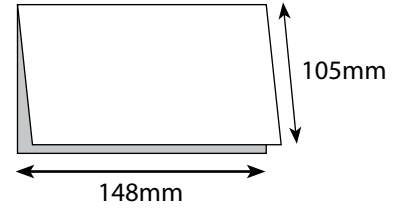
#### minimum size

The minimum size for a loose insert in WHF 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 WHF is (h)277 mm x (w)190mm.

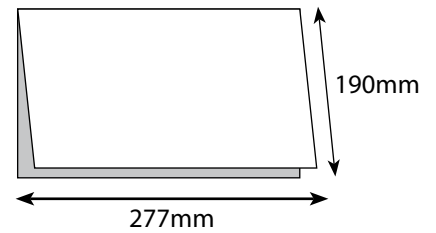
Any inserts over this size will be inserted in the poly as an outsert.

Maximum size to go in the poly: (h)297mm x (w)210mm.

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

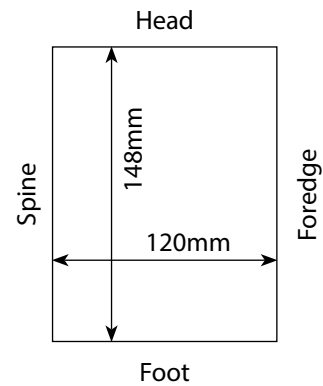
### Visual Guidelines - Bound-in Inserts

#### minimum size

The minimum size for a bound-in insert in WHF is 148mm x 120mm folded. An additional 3mm must be added to the spine edge for milling. For inserts that are not maximum product size an additional head or tail trim of 5mm must be added. Any inserts outside of 5mm headtrim should be advised in advance and are subject to approval.

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. All inserts must be supplied folded or this will be charged as extra.

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

The maximum size for a bound-in insert in WHF is 297mm x 210mm folded, plus trims. As the maximum size is the same size as WHF, please supply as untrimmed folded sections.

150gsm and over will be subject to approval.

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

