



Please send inserts to:

DOWNTONS DUNSTABLE

Eastern Avenue

Dunstable

Bedfordshire

LU5 4JY

FAO:

Mary McSweeney

+44(0) 1582479 882

Mary.mcsweeney@downtongroup.com

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.

HELLO!

Insert specifications – Circle Printers

HELLO! magazine – trimmed size : 320 x 235 mm

1. Loose inserts

HELLO! can accommodate a maximum of 3 loose inserts per issue; inserts can be full run or part run, however, whatever the combination no single copy can carry more than 3 inserts. Run quantities can be advised on request.

Minimum size	148mm x 105mm		
Maximum size	290mm x 215mm		
Maximum weight	55 gsm		
Pagination	2pp sheet up to 32pp		
Paper substance	Pagination	Minimum	Maximum
	2pp	90gsm	260gsm
	4pp	80gsm	260gsm
	6pp	60gsm	260gsm
	8pp	48,8gsm	240gsm
	10pp	48,8gsm	220gsm
	12pp	48,8gsm	180gsm
	14pp	48,8gsm	120gsm
	16pp	48,8gsm	100gsm
	18pp	48,8gsm	80gsm
	20pp to 32pp	48,8gsm	70gsm

All loose inserts must be supplied trimmed.

2. Bound-in inserts

HELLO! can only accept one bound-in insert per issue which will be placed in the centre of the magazine.

Maximum brut size 326mm x 240mm + 10mm binding lap (trimmed to 320mm x 235mm) and live text matter should be 10mm from trim

Minimum size 155mm x 115mm + 10 mm binding lap*. Either the foot or the head has to be pre-trimmed before binding, depending on the Issue. Live text matter should be 5mm away from the head and foot trims.

* Please note that the binding lap will not be trimmed off after insertion.

Pagination minimum 4 pages up to 64 pages (but samples required before)

Paper substance	pages	Minimum	Maximum
	4pp	90gsm	250gsm
	6pp	90gsm	250gsm
	8pp	60gsm	250gsm
	10pp	60gsm	150gsm
	12pp	60gsm	80gsm
	14pp	60gsm	80gsm
	16pp and >	48,8gsm	80gsm

Stitching Pre stitched bound-in inserts, wires must be positioned to avoid the stitch position of the host magazine. A guide can be provided on request.

Notes Gatefold inserts-folded in leaves should have at least 4mm clearance from the spine and glued tabbed if necessary (subject to approval).
All work should be presented with a minimum of turns, or to a minimum height of **130mm**.

3. Tip-on cards and sachets

HELLO! can only accept one tip-on card or sachet per issue. Post-its are not possible ~~to be used~~.

Minimum size 55mm x 85mm landscape

Maximum size 250mm x 200mm portrait

Paper substance max 250gsm
min 140gsm

Position on page head to tail 25mm within trim area
spine to fore-edge 30mm from spine / 10mm from fore-edge trim
this 25mm at the fore-edge is a safety margin to help avoid trimming into any out of square inserts.

Position in magazine tips-ons can only be adhered on the 2 outer pages of a section break :
Right hand page in standard imposition
Left hand page in reverse imposition

Note Glued cards must be presented in a uniform direction in turns/height of not less than 15mm. Carton packing is permitted.

Gatefold Gatefold facilities are available. Further details and prices are available on application and confirmation of requirement.

4. Delivery and presentation

Samples of all inserts must be supplied for assessment at least two months before publication date to the Circle Printers, Customer Service Department, Anne Herveg, Avenue de Spirou 23, 6220 Fleurus, Belgium.

Inserts should be delivered stacked loose on non-returnable pallets suitable for handling by forklift trucks.

Bundles must have no film or shrink wrap.

Bound-in inserts and loose inserts should be supplied on pallets and turned in consistent quantity piles with minimum turns of **130mm** in height, and presented with p1 facing up. Inserts presented in turns of less than 130mm will be rejected or subject to extra cost charges for manual handling, unless agreed in writing in advance of delivery.

Bound-in inserts should be supplied in logs. (Hello! cannot accept loose inserts in logs).

Palllets must be 800 x 1200mm minimum and 1000 x 1200mm maximum, and measure no more than 1050mm in height. Decks must be covered with a solid base to prevent damage to the bottom layer of inserts, interleaves should be placed between each layer to aid stability.

Pallets must be stretched-wrapped, with a wooden top and corner protection to prevent damage.

Hello! is unable to handle inserts which are stuck together due to effects of ink, electrostatic charge, damp or have damaged corners or edges.

Inserts or pallets arriving on site damaged or requiring extra handling, will be rejected.

Presentation of glued cards should be stacked on non-returnable pallets or packed in easy open boxes. Cards are to be presented uniformly, i.e. the same way up and same way round and must not vary in size.

Each pallet must be clearly marked as following :

- a) Name of publication + issue number
- b) Name of insert
- c) Issue date of insert
- d) Total number of inserts delivered
- e) Number of inserts on a pallet
- f) Number of inserts in a bundle box or carton
- g) Number of cartons or boxes
- h) Number of pallets
- i) Name, address and phone number of printer
- j) Coding of inserts (inserts with different coding must not be loaded on the same pallet)
- k) A copy of the insert must be shown on two adjacent sides of the pallet

The delivery is to be coordinated via Hello!'s Production Department in London and is to arrive at Hello!'s binder 10 days before the publication date.

The address of Hello!'s binder is :

MAXY BROCHES

Contact : Daniel Demartin + 32 2 331 19 60

Avenue de Ramelot 5

1480 Saintes

Belgium

A wastage of 1% must be allowed. Hello!'s printer/binder will dispose of all overs after seven days unless otherwise requested and agreed in writing.