



Blow-in:

There is a possibility to insert a folder or loose insert into the magazine. This formula gives you the opportunity to organize a direct mail campaign, linked to the image of the magazine in which the blow-in is provided. Moreover, a DM action with a magazine guarantees a very accurate address list (no returns). Due to the originality of the formula and the reader-magazine bond, your action receives extra attention.

Technical information:

Minimum format : 85 mm width x 100 mm height
Maximum format : 190 mm width x 265 mm height
Maximum weight : ± 50 gram

Pay attention to the folding method: there must always be a closed side, for example a 'zigzag' fold is not possible.

Test samples:

All inserts/folders must be tested **6 weeks before the publication date** (see [planning](#)) of the edition based on 10 test samples provided by the advertiser. The 10 samples, accompanied by a delivery note, must be delivered 6 weeks before the publication of the edition to the following address:

Roularta Media Group
Attn. Griet Vanderyse
Meensesteenweg 300
8800 Roeselare BELGIUM

Delivery:

Deadline for submitting materials to the Binder/Printer:

We refer to the closing date for advertisements per edition in the [planning](#)

The inserts/folders must be delivered to Roularta Media Group **4 weeks before publication**. Inserts must be accompanied together with a loose sample of the insert and an accompanying packing slip:

The packing slip must contain the following information:

- Name of the client
- Name of the advertiser
- Date and title of the related edition
- Name/theme of the supplement
- Reference to the order number
- Delivered number of copies on the pallet
- In case of multiple pallets for one title, please indicate how many pallets there are and which pallet belongs to the delivery (for example 1 of 3; 2 of 3; 3 of 3)

Delivery address:

The copies should be delivered to the printer **4 weeks before publication** of the edition:

Roularta Media Group
Attn. Griet Vanderyse
Meensesteenweg 300
8800 Roeselare BELGIUM

With reference to: the number of inserts, title of the magazine, the edition and publication date.

Packaging and delivery:

See stack and pallet requirements on pages 2 and 3.

If the inserts are not delivered according to specifications additional costs will be billed and the accuracy of the placement can no longer be guaranteed. Please contact our Traffic department for more information: T +31 (0)20 210 5450 or by email: traffic@roularta.nl

STACK AND PALLET REQUIREMENTS FOR INSERTS (1/2)

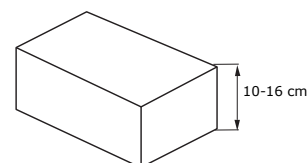
Important

Each delivery of material must be done per language and per edition on a separate pallet, accompanied by a delivery note containing at least the following information: client, name of the advertiser, date and title of the relevant edition and language for which the pallet is intended, name of the theme, and reference to the order number. If there are different versions, a separate pallet must be delivered for each version.

For the delivery of inserts/blisters in magazines

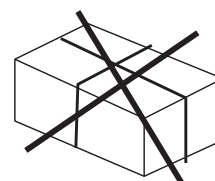
Package height

- The package height must be at least 10 cm.
- Ensure that all packages on one pallet layer are of equal height.
- Each stack must contain at least 75 copies and have a height between 10 and 16 cm.



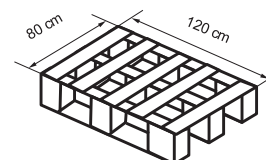
No packaging

- Do not bind the individual packets together or wrap them in foil.
- A band around the packets may damage the brochures.



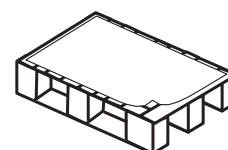
Use stable Euro-pallets

- Recommended pallet size: 120 cm x 80 cm.
- To ensure smooth handling, the pallets must be accessible from all four sides with a pallet jack or forklift.



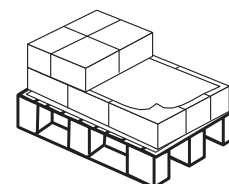
Protective layer on the pallets

- Place a sturdy sheet of cardboard on each pallet to protect the bottom layer from dirt or damage.
- A plastic sheet should also be applied if the pallet is wet.



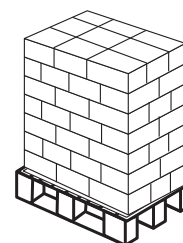
Protective layer between pallet layers

- There should be a sheet of cardboard between each pallet layer. This increases stability when stacking the packages layer on



Stacking in a straight line

- Stack the packages as close together as possible.
- The packages should not protrude from the sides on the pallet.
- The packages on each pallet layer must be of equal height.
- Stacking in a straight line reduces the risk of damage to the contents.



Packaging of samples

The samples must be packed in equal quantities in boxes. If there is more than one row of samples per box, sturdy partitions higher than the samples must be placed. The delivery should be made in boxes of approximately 1,000 copies, packed in such a way that the samples are not damaged during packaging and transport. The samples must always be oriented in the same direction. Ensure that Dutch and French copies are not mixed.

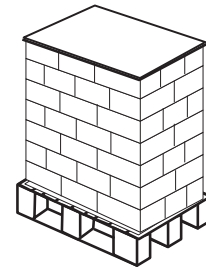
STACK AND PALLET REQUIREMENTS FOR INSERTS (2/2)

Important

Each delivery of material must be done per language and per edition on a separate pallet, accompanied by a delivery note containing at least the following information: client, name of the advertiser, date and title of the relevant edition and language for which the pallet is intended, name of the theme, and reference to the order number. If there are different versions, a separate pallet must be delivered for each version.

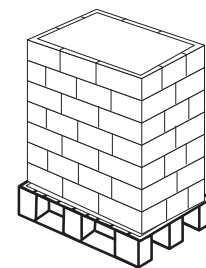
Protection on top of each pallet

- If the pallets are not stacked on top of each other, it is sufficient to protect the top of each pallet with a sheet of cardboard.
- For stacked pallets, the top must be protected with a wooden cover board.



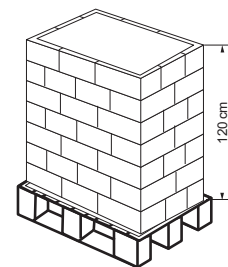
Pallet weight: max. 1,000 kg

- A pallet may weigh a maximum of 1,000 kg. A pallet that weighs more cannot be moved with a pallet jack.



Loading height: max. 120 cm

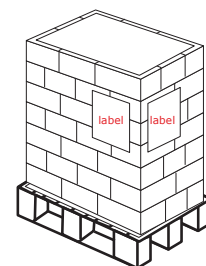
- If the loading height exceeds 120 cm, problems arise with manual unloading, and the stability of the pallet is compromised.



Label

Please attach a label on two sides of each pallet with the following information:

- Customer name
- Name and language of the relevant edition
- Name of the brochure
- Date of the insert
- Total number of brochures on the pallet
- Number of brochures per package
- Individual pallet number
- Weight of the pallet
- Name (contact person), address and phone number of the printer



Bind the pallet or wrap it in foil

- We recommend strapping the stacked packages in two opposite directions to distribute the pressure and ensure stability.

