

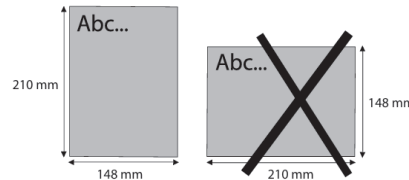
## Blow-in:

It is possible to insert a leaflet or separate insert into the magazine. This approach gives you the opportunity to organise a direct mail campaign linked to the image of the magazine in which the insert is included. Furthermore, a direct mail campaign using a magazine guarantees a highly accurate mailing list (no returns). Thanks to the originality of the format and the reader's connection to the magazine, your campaign will receive extra attention.

## Technical specifications:

Minimum format: 85 x 100 mm (wxh)  
Maximum format: 148 x 210 mm (wxh)  
Maximum weight: ± 50 grams

**Folding method:** there must always be a closed edge; a zigzag fold for example is not possible.



## Test copies:

Each promotion must be tested six weeks in advance using 10 test copies supplied by you. Please deliver the blank copies **six weeks before the issue is published**, accompanied by a delivery note, to:

### Roularta Media Group

Attn. Griet Vanderyse  
Meensesteenweg 300  
8800 Roeselare België

## Delivery:

The inserts must be delivered to Roularta Media Group **4 weeks prior to the publications date** of the edition, accompanied by a single copy of the inserts and a delivery note. The delivery note must contain the following information:

- Name of client
- Name of the advertiser
- Date and title of the relevant edition
- Name/theme of the supplement/insert
- Reference to the order number
- Number of copies supplied on the pallet
- If there are multiple pallets for a single title, please specify how many pallets there are and which pallet corresponds to the delivery (e.g. 1 of 3; 2 of 3; 3 of 3)

**Packaging and delivery:** see stacking and pallet requirements on pages 2 and 3.

## Delivery address:

Submit to the printer, **4 weeks prior to the publication date**.

### Roularta Media Group

Attn. Griet Vanderyse  
Meensesteenweg 300  
8800 Roeselare België

Please specify the number of inserts and the title/edition.

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If the materials are not supplied in accordance with the instructions, additional costs will be charged and we can no longer guarantee that they will be installed correctly.

Do you have any questions or is anything unclear? Please contact us:

**T +31 (0)20 210 5450** or by mail: [traffic@roularta.nl](mailto:traffic@roularta.nl)

# STACK AND PALLET REQUIREMENTS FOR INSERTS (1/2)

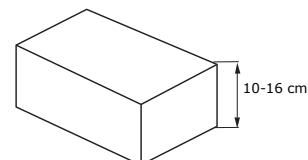
## Important

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, 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.



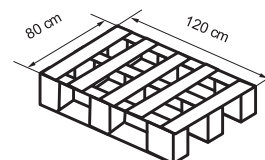
### No packaging

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



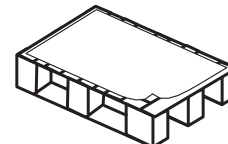
### Use stable Euro-pallets

- 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.



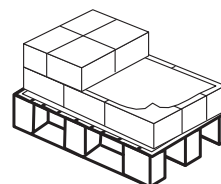
### Protective layer on the pallets

- 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.



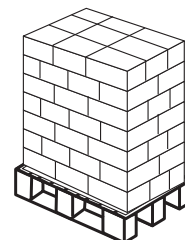
### Protective layer between pallet layers

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



### 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.

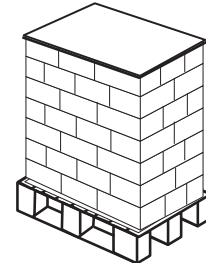
## STACK AND PALLET REQUIREMENTS FOR INSERTS (2/2)

### 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, 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.

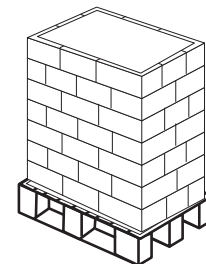
### Protection on top of each pallet

- 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.



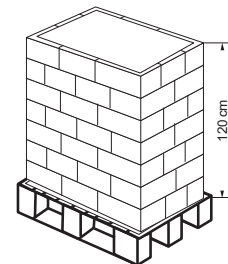
### Pallet weight: max. 1,000 kg

- 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

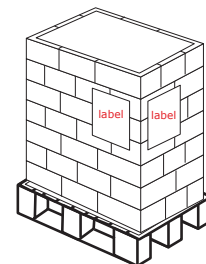
- If the loading height exceeds 120 cm, problems arise with manual unloading, and the stability of the pallet is compromised.



### 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.

