

Commercial supplements

Plus Magazine is published monthly and offers you the opportunity to include commercial supplements. Below are the options for commercial supplements in Plus Magazine, along with the submission details. The exact specifications for these options can be found on the following pages.

Insert cards

Each magazine contains a maximum of 2 central insert cards. These may be placed in the middle of a section or split into two halves (at the front and back of the magazine).

For exact specifications: see page 2.

Adhesive samples and cards

Samples, adhesive cards, postcards and brochures can be attached to the first page of a single section in the first half of the magazine. This is always a right-hand page.

For exact specifications, see page 3.

Loose insert

A loose insert is included as an outsert, i.e. underneath the magazine and loose within the seal.

For exact specifications, see page 4.

Delivery address

Insert cards, adhesive samples/cards and loose inserts must be delivered to the printer

4 weeks before the edition is published:

Roularta Media Group

Attn. Griet Vanderyse
Meensesteenweg 300
8800 Roeselare Belgium

Commercial flap on cover 1

For a flap on cover 1 of the magazine, your advertisement is placed on the reverse side of the flap.

Exact specifications: see page 5.

Gatefolder attached to the cover

This is a format in which a series of pages, forming an extension of the cover, unfold.

Exact specifications: see page 6.

Submission of digital material

Materials for the commercial flap and gatefolder must be submitted **digitally 4 weeks prior to publication** of the edition: **traffic@roularta.nl**

If the materials are not supplied in accordance with the instructions, additional charges will apply and we can no longer guarantee that the advertisement will be placed correctly.

SPECIFICATIONS INSERT CARDS – PLUS MAGAZINE



Insert cards

Each magazine contains a maximum of two central inserts. These may be placed in the middle of a section or split into two halves (at the front and back of the magazine). Plus Magazine has a **tail edge finish**.

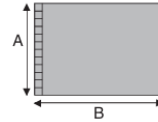
Formats:

Reply card

The perforation is 10 mm from the left edge

False cut: add to the dimensions listed opposite

4 mm on the left
5 mm at the top

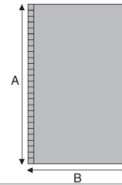


A	100 mm
B	150 mm

2 pages

False cut: add to the dimensions listed opposite

4 mm on the left side of the back (milling cutter)
If A < 267 mm: 5 mm at the top
If A = 267 mm: 5 mm at the top, 5 mm at the bottom
If B = 202 mm: 4 mm on the right



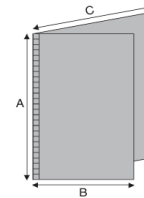
	MAX	MIN
A	267 mm	155 mm
B	202 mm	110 mm

4-8-12-16 pages

False cut: add to the dimensions listed opposite

4 mm on the left side of the back (milling cutter)
If A < 267 mm: 5 mm at the top
If A = 267 mm: 5 mm at the top, 5 mm at the bottom
If B or C = 202 mm: 4 mm on the right

C never < B



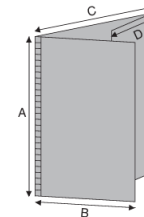
	MAX	MIN
A	267 mm	155 mm
B	202 mm	140 mm
C	202 mm	150 mm

6 pages

False cut: add to the dimensions listed opposite

4 mm on the left side of the back (milling cutter)
If A < 267 mm: 5 mm at the top
If A = 267 mm: 5 mm at the top, 5 mm at the bottom

C never < B



	MAX	MIN
A	267 mm	155 mm
B	197 mm	140 mm
C	197 mm	150 mm
D	187 mm	100 mm

Overlap

There is no need for an overlap. Inserts of 8, 12 and 16 pages are permitted, but do not need to be closed at the top.

Paper: minimum weight per m²

Reply card	: 135 gram/m ²
2 pages with flap	: 135 gram/m ²
4 pages	: 120 gram/m ²
6 pages	: 120 gram/m ²
8 pages	: 80 gram/m ²
12-16 pages	: 70 gram/m ²

Notes

- All sheets must be the same size and have the same weight per m².
- The paper grain must run parallel to the spine.
- Allow for a 5% bleed.

Submission:

Blank inserts: Please supply 10 blank inserts **6 weeks prior to the publication** of the edition, accompanied by a delivery note.

Packaging: The inserts must be supplied folded, stacked in bundles of at least 250 copies, either cross-stacked or alternately stacked. See stacking and pallet requirements (last 2 pages).

If the materials are not supplied in accordance with these instructions, additional costs will be charged and the accuracy of placement can no longer be guaranteed.

Delivery: Please deliver the inserts **4 weeks prior to the publication** of the edition to:

Delivery address:

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

Do you have any questions or is anything unclear? Please get in touch with us:
T +31 (0)20 210 5450 or by email: traffic@roularta.nl



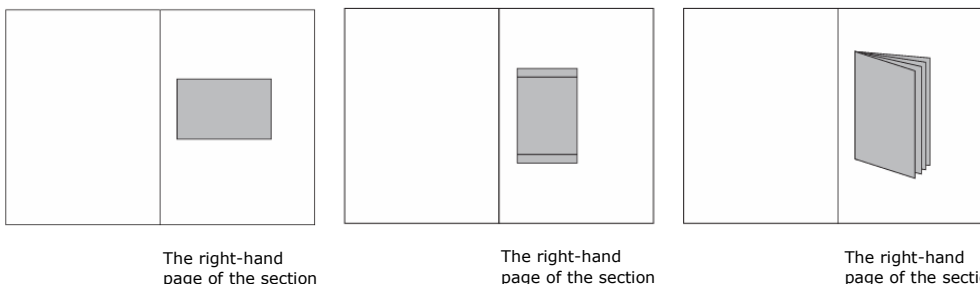
Adhesive samples and cards

Samples, adhesive cards, postcards and brochures may be attached to the first page of a single section in the first half of the magazine. This will therefore always be a right-hand page. Plus Magazine has a **tail edge finish**.

Technical specifications:

Below you will find information about the adhesive area on the card and the adhesive area in the magazine. The adhesive area is always parallel to the spine of the magazine, with a tolerance of ± 5 mm. To ensure a good result, it is necessary to supply 10 blank samples of the samples, adhesive cards, postcards or brochures in advance so that our print shop can carry out a test*. When supplying the blanks, please clearly specify whether they are to be glued onto a cover or an inside page (gluing onto the cover is only possible for magazines that are shrink-wrapped).

* If there is any doubt or if the test result is negative, Roularta may request extra copies.

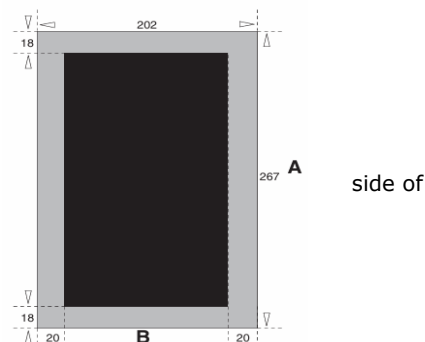


Format:

A: min. 65 mm / max. 210 mm
B: min. 85 mm / max. 150 mm

Adhesive area on the page in the magazine

The adhesive is applied to the back of the sample/card. It is therefore advisable to leave a 15 mm strip free on the right-hand the back.



Submission:

Packaging of the samples

The samples must be packed into boxes in equal quantities. If there is more than one row of samples per box, sturdy dividers must be inserted that are taller than the samples. Delivery must be made in boxes of approximately 1,000 samples, packed in such a way that the samples are not damaged during packing and transport. The samples must always be oriented in the same direction.

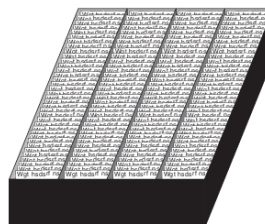
Delivery

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.

Please submit to the printer **4 weeks prior to publication** of the edition:

Delivery address:

Roularta Media Group
 Attn. Peter Hudders
 Meensesteenweg 300
 8800 Roeselare Belgium



Loose insert

It is possible to include a separate insert in the magazine. A separate insert is included as an outsert, i.e. underneath the magazine and loose within the seal.

Technical specifications:

Minimum format:	105 x 148 mm (A6)
Maximum format:	202 x 267 mm
Maximum weight:	120 gram (can never be heavier than a magazine)
Folding method:	If the attachment is folded, it should preferably have one long side.

Submission:

Copies must be delivered as follows:

- Deliver on secured Euro pallets (80x120cm). Reinforce the corners with cardboard and wrap the entire pallet, including the pallet itself, in stretch film.
- If delivering several inserts at the same time (including different editions of the same title), please place these on separate pallets!
- Stack as high as possible, preferably NOT in alternating layers. (A cover sheet may be placed on a layer). If delivered stacked alternately, then in clusters of the largest possible numbers stacked alternately (minimum 250 copies, preferably more) and there must be interleaving sheets between the different layers. Please pack in bundles approximately 15 cm high, with a maximum of 1 cable tie. NOT in shrink wrap.

Please also refer to the stacking and pallet requirements on the final pages.

Accompanying delivery note

The shipment must be delivered to Roularta Media Group **4 weeks prior to the publication** of the edition, accompanied by a single copy of the inserts and an accompanying 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
- 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)

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.

Proof copies

Please email a proof copy (PDF) of the insert to: traffic@roularta.nl

Please state which supplement, title and publication date.

Delivery address:

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

Roularta Media Group

Attn. Griet Vanderyse

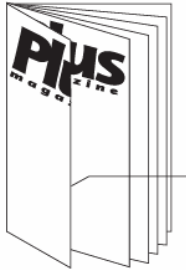
Meensesteenweg 300

8800 Roeselare België

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

Commercial flap on cover 1

If your advertisement is placed on the front flap of a magazine's cover 1, it should be positioned on the reverse side of the flap. The front side of the flap is reserved for editorial content. The magazine's fourth cover is not included in this package. Cover 4 is available for commercial advertising to which the Cover 4 rate applies.



Advertisement on the
back page of the flap

Technical information:

- The front flap measures 150 cm wide by 267 mm high
- We will handle the printing of the flap
- You must supply print-ready and correctly formatted artwork
- If bleed is required: allow for a 5 mm bleed at the top, bottom, left and right
- This formula is only available with the prior approval of the editorial team

Submission:

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

Please submit the materials for the commercial flap **digitally 4 weeks before the issue is published** to:
traffic@roularta.nl

Gatefolder attached to the cover

This is a design where a series of pages, which form an extension of the cover, unfold. The surprise effect this creates offers many creative possibilities. Furthermore, you only need to take the applicable lead times into account, as we print the gatefolders for you at the same time as the magazine.

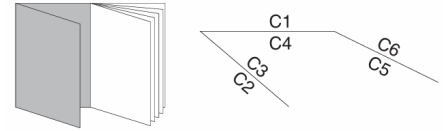
Advertising options:

1. Gatefolder on cover 2
2. Gatefolder on cover 3
3. Half gatefolder on cover 2
4. Half gatefolder on cover 3
5. Reserve gatefolder on cover 2
6. Double gatefolder on cover 2

Technical information:

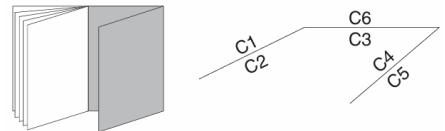
1. Gatefolder on cover 2

C1 = 197 mm (cover magazine, reserved for the editors)
 C2 = 192 mm
 C3 = 192 mm
 C4 = 197 mm (cover B)
 C5 = 202 mm
 C6 = 202 mm



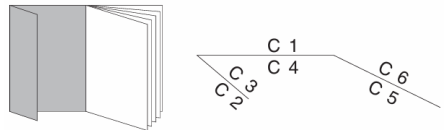
2. Gatefolder on cover 3

C1 = 202 mm (cover magazine, reserved for the editors)
 C2 = 202 mm (cover B)
 C3 = 197 mm
 C4 = 192 mm
 C5 = 192 mm
 C6 = 197 mm



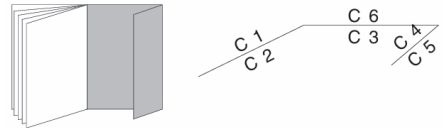
3. Half gatefolder on cover 2

C1 = 197 mm (cover magazine, reserved for the editors)
 C2 = 110 mm
 C3 = 110 mm
 C4 = 197 mm (cover B)
 C5 = 202 mm
 C6 = 202 mm



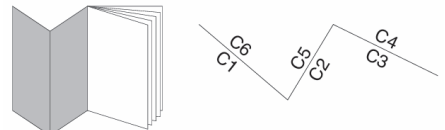
4. Half gatefolder on cover 3

C1 = 202 mm (cover magazine, reserved for the editors)
 C2 = 202 mm (cover B)
 C3 = 197 mm
 C4 = 110 mm
 C5 = 110 mm
 C6 = 197 mm



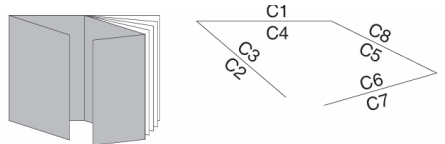
5. Reverse gatefolder on cover 2

C1 = 192 mm (cover magazine, reserved for the editors)
 C2 = 197 mm (cover B)
 C3 = 202 mm
 C4 = 202 mm
 C5 = 197 mm
 C6 = 192 mm



6. Double gatefolder on cover 2

C1 = 197 mm (cover magazine, reserved for the editors)
 C2 = 192 mm
 C3 = 192 mm
 C4 = 197 mm (cover B)
 C5 = 197 mm
 C6 = 192 mm
 C7 = 192 mm
 C8 = 197 mm



Formats materials

Half pages (example 3+4) : 267 x 110 mm + overcut (5 mm) at the top, bottom, left and right
 Single pages (example 1+2+5) : 267 x 192 mm + overcut (5 mm) at the top, bottom, left and right
 Double page (example 6) : 267 x 389 mm + overcut (5 mm) at the top, bottom, left and right

Submission of digital material:

If the materials are not supplied in accordance with the instructions, additional charges will apply and we can no longer guarantee that the advertisement will be placed correctly. Please submit the materials for the commercial insert digitally **4 weeks before the publication** of the edition to: traffic@roularta.nl

STACK AND PALLET REQUIREMENTS FOR INSERTS (1/2)

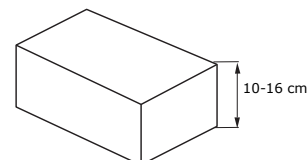
Important

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.



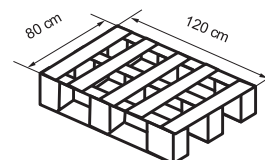
No packaging

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



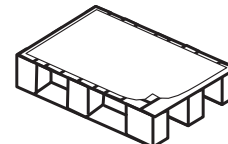
Use stable Euro-pallets

- 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.



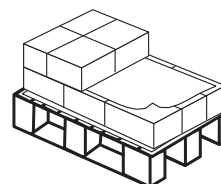
Protective layer on the pallets

- 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.



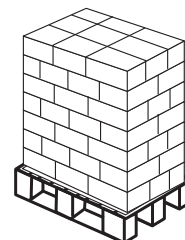
Protective layer between pallet layers

- 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.

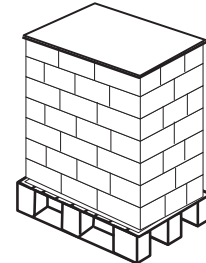
STACK AND PALLET REQUIREMENTS FOR INSERTS (2/2)

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.

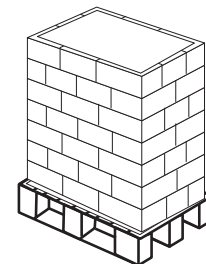
Protection on top of each pallet

- 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.



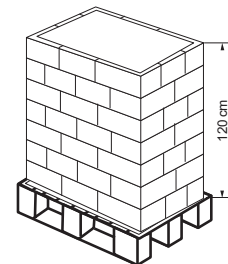
Pallet weight: max. 1,000 kg

- 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

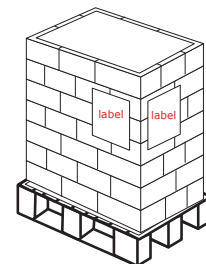
- If the loading height exceeds 120 cm, problems arise with manual unloading, and the stability of the pallet is compromised.



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.

