



MEDIA GROUP

# Insert Delivery Specifications, Requirements & Conditions

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## INTRODUCTION

The following delivery guidelines are to assist suppliers of magazine inserts which are to be incorporated within magazines published by Bauer Media (Bauer).

These guidelines are to be strictly adhered to in order to comply with Bauer's editorial requirements, requirements of our printers and in some cases Legal requirements.

It is not to be assumed that because an insert has run successfully in one magazine it can also run in another as there are several different makes of binding machinery and each printer may operate them differently or have different handling systems

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## 1. Insert Specifications – An Overview.

Dimensions and limitations for your insert are specified via the "Approved Enhancement Summary" PDF document.

- Manufacture of inserts must be to a consistently high standard.
- The design of bound inserts must allow for trimming and type area limitations.
- Gluing – each poor or missing glue line can cause a mis-feed.
- Particular care must be taken to ensure glue is correctly applied and that glue will not weaken during storage, as in the case of inserts on a "hanga-binder".
- Envelopes as a loose insert must be faultlessly constructed and a tight fit to the items it contains to ensure it can be fed mechanically.
- Perforations which are too fine may weaken a bound insert causing it to collapse and jam on the binder. Please speak with Bauer Productions services regarding preferred TPI before placing any orders.  
Note: micro perforations should be avoided
- If in doubt please send a sample(s) to Bauer Production Services for approval before delivering the insert to the printer or producing the insert.

**Please Note** that a minimum of 3% bindery overs are required for all supplied inserts, onsets and tip ons. This should be included in the quantity agreed with your Bauer Advertising representative, however if unsure, please double check with the relevant Bauer Production Services Controller

## 2. Tests & Sampling

Unprinted samples may be required for binding trials; Bauer Production Services will advise should this be necessary. Inserts must conform to the approved samples otherwise it may be impossible to insert in a publication or a slow-down charge may be applicable.

Separate details are available for the testing of sachets and any other special inserts and these will be provided where necessary.

It may be possible to mechanically insert onsert or tip on a product outside the specifications. Please contact the relevant Bauer Production Services Controller for further information.

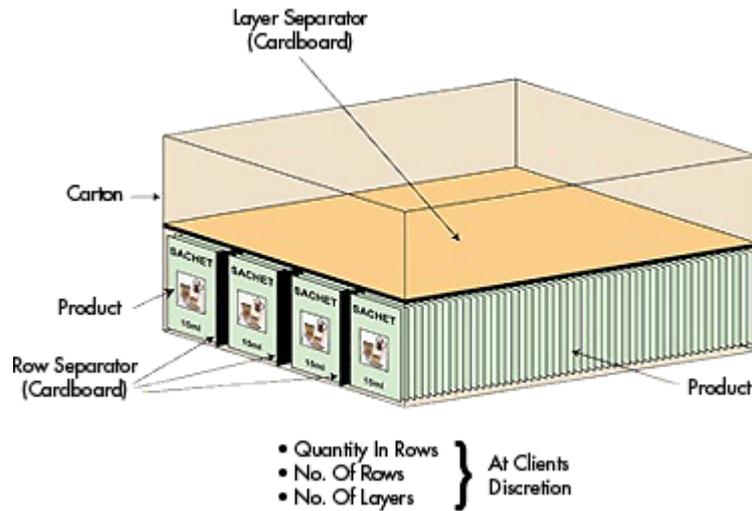
## 3. Palletising & Packing Requirements

Inserts must be neatly stacked, properly secured in transport and must also abide by the following requirements;

- Inserts should be stacked on standard **CHEP** pallets and not exceed a height of 1.5m.
- Pallets should be able to be moved by forklift.
- Inserts with laps must be carton packed so that inserts/laps do not curl.
- Inserts must be the same way up, and those in a stack or carton must be the same way around.
  - Unless there is reason to pack top & tail due to sizing such as half page inserts with a binding flap
- A stack (bundle) or a turn within a stack must NOT be less than 50 copies or 120mm. The maximum height of the stack to be no more than 160mm.
- Shrink wrapping must be tight and cover the entire pallet without damaging the product.
- Pallets should be strapped with 4 straps (2 each way) with board or pallet on top.
- All cartons must be strong and tailor made for a tight fit.
- Larger inserts must be packed flat securely without curl and not in logs.
- If there inserts have code(s) or versions they must be kept separate and supplied on separate pallets.

- Smaller inserts such as sachets must be packed vertically with separators and in shallow cartons of 100mm deep. Small sachets should be packed in long gutter shaped cartons and not turned.

*Vertical Sachet packing visual below;*



## 4. Delivery Specifications

It is the responsibility of the supplier to ensure that the specified number of inserts are delivered.

The delivery docket **MUST** contain the following information in order for the inserts to be properly identified.

- Name of the insert.
- The magazine it is being inserted in plus the issue date.
- The quantity supplied.
- The number of pallets/cartons supplied and the quantity on each pallet or in each carton.
- If the insert has code(s) or versions they should be supplied on separate pallets and clearly identified on the delivery docket as well as the pallet flag.
- In the event that the same insert is supplied for more than one magazine at the same printer, it is imperative they are clearly labelled and packed separately. Do not stack together on one pallet.

Each pallet **MUST** carry a fully completed pallet flag for identification. A Bauer pallet flag is enclosed and highly recommended to be copied and used by your supplier of inserts.

Pallets should be numbered consecutively through the run and must be standard **CHEP** pallets.

Each pallet must hold an equal quantity where possible except for the last.

Pallets should be sent to the delivery address as indicated on the "OaSIS Enhancement Summary" and not be addressed to the magazine itself.

Bauer reserves the right to refuse any inserts that have been damaged during transport or arriving in an unsuitable condition. Clients will be advised upon delivery if an insert has been delivered damaged etc. Inserts that arrive in an unsuitable condition will be excluded from the publication and if time allows should be properly re-supplied by the client.

Due to the high speed nature of our printers binding equipment poorly manufactured inserts which cause a slowdown on the binder will result in slowdown charges. These additional charges will be passed on to the client providing the insert.

Inserts must be delivered between 8am and 4pm Mon-Fri to the printer by the date specified on the Bauer "Approved Enhancement Summary" form and **no earlier than 5 working days prior** to the delivery date as storage space is limited at our printers.

Printers of the supplied inserts **MUST NOT** communicate with the magazine binders except with the express permission of Bauer. All communication should be directed to the relevant Bauer Production Services controller.

## 5. Indemnity

Any supplied insert which does not conform to Bauer requirements and specifications may be rejected for insertion, or such action will be taken at the cost of the supplier to best achieve the intended result, without the necessity of consultation with the supplier.

Moreover, Bauer reserves the right to reject an insert unless the copy has been specifically approved beforehand.

Except as may be implied by law, Bauer is not responsible for any loss or damage (including consequential loss) which may occur to any supplier (or client of a supplier) **where these instructions and reference documents have not been strictly complied with.**

While Bauer will take the utmost care if and when it organises, by itself or with others, the production of an insert by a printer, it does not assume any responsibility or liability for that production or for any loss which occurs.

A majority of Bauer's magazines are processed through Australia Posts Postal System, contents of any sachet or insert (unless specified as not for insertion into subscriber copies) must conform to the guidelines as determined by Australia Post, which can be viewed at:

<http://auspost.com.au/media/documents/dangerous-prohibited-goods-packaging-post-guide.pdf>

**There are always exceptions to the rule. If you are producing a complex or odd finished insert, please speak with your Production Services representative who will confirm packing requirements with you.**

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**Should you have any queries or problems regarding these instructions, please call Bauer Production Services who will be happy to assist.**