

## Sticker cards & Stapled supplements

### Sticker cards:

Paper specifications	: 135 grs paper is minimum,
Maximum weight	: 25 gram
Minimum format	: 55 x 85 mm (credit card format)
Maximum format	: 200 x 200 mm

Sticker cards can be placed on the first page of a section. The space to be stickered for a sticker card is 30 mm from the back and 25 mm from the upper, lower and side edge.

### Stapled supplements (for stapled sewn):

Minimum format	: 120 x 150 mm (incl. +5 mm header cut-off)
Maximum format	: 230 x 285 mm (incl. +5 mm header cut-off, +26mm at bottom, +4 mm on left-hand pages and +8 mm flap on the right-hand pages), +3mm milled white extra on the left side

For stapled supplements **4+ pages** the top must be closed. This makes pre-stapling unnecessary. The closed top is cut off when the magazine is processed.

## DELIVERY:

### Delivery to the Printer/Binder **2 WEEKS BEFORE ISSUE DATE**

The copies should be delivered as follows:

- Deliver on sealed pallets with wrapper plastic.
- If delivering multiple inserts at the same time, deliver them on **separate pallets**.
- Do **NOT** pile them alternately.  
If they have to be delivered piled alternately, do so in clusters with numbers of copies that are as large as possible (at least 250 copies, preferably more) and include blank sheets between the various layers

## Important:

The batch must include a separate example of the inserts, and an accompanying packing notice that includes:

- Description of inserts (which one)
- Title magazine + date of edition for which the batch is intended
- Number of copies delivered
- For multiple pallets for 1 title, please indicate how many pallets and which pallet (e.g. 1 of 3; 2 of 3 etc.)

## Printer address:

### SMD

t.a.v. Dorine Kraaijvanger  
Mercuriusstraat 35  
7006 RK DOETINCHEM, The Netherlands

With reference to: number of inserts and Title Magazine+Edition

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@newskoolmedia.nl](mailto:traffic@newskoolmedia.nl)

## Loose inserts

### Loose inserts

Paper specifications	: 80 grs paper is minimum
Minimum format	: 55 x 85 mm
Maximum format	: 230 x 285 mm

### **DELIVERY:**

#### **Delivery to the Printer/Binder 2 WEEKS BEFORE ISSUE DATE**

The copies should be delivered as follows:

- Deliver on sealed pallets with wrapper plastic.
- If delivering multiple inserts at the same time, deliver them on **separate pallets**.
- Preferably, do **NOT** pile them alternately.  
If they have to be delivered piled alternately, do so in clusters with numbers of copies that are as large as possible (at least 250 copies, preferably more) and include blank sheets between the various layers

### **Important:**

The batch must include a separate example of the inserts, and an accompanying packing notice that includes:

- Description of inserts (which one)
- Title magazine + date of edition for which the batch is intended
- Number of copies delivered
- For multiple pallets for 1 title, please indicate how many pallets and which pallet (e.g. 1 of 3; 2 of 3 etc.)

### Printer address:

**Nic Oud**

Newtonstraat 46  
1704 SB Heerhugowaard  
The Netherlands

With reference to: number of inserts and Title Magazine+Edition

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@newskoolmedia.nl](mailto:traffic@newskoolmedia.nl)