

Macworld

THE WORLD'S BEST-SELLING MAC MAGAZINE

LOOSE INSERT SPECIFICATIONS

- Minimum size 115mm x 70mm and not less than 130gsm stock for a single sheet.
- Maximum insert size 277mm x 190mm - inserts that are larger will need to be supplied pre-folded for them to be loose inserted within the magazine.
- Single sheets should be cleanly trimmed, all of the same size, and without any rough edges.
- ALL loose inserts of 4 pages or more are fed into the publication spine first.
- The pagination of an individual loose insert should be no more than 32 pages.
- Inserts should be presented in minimum turns of 50 copies and neatly stacked on pallets or in boxes without curvature. Each pallet should be clearly identified with the title and issue date of publication to be inserted, the insert client name, number of inserts in each box and the number of boxes on each pallet. All deliveries must also be accompanied with a delivery note.
- Insert bundles should NOT be strapped as this causes curvature of the inserts and can create problems when feeding the inserts into the magazine.
- Where envelopes or other inserts held by glue or other adhesives they must be cleanly prepared and not sticking together in any way. (A sample must be supplied to IDG Communications, prior to acceptance of insert)

DELIVERY REQUIREMENTS

All deliveries MUST have been assigned a delivery slot prior to deadline - (contact : **Graham Frise or Andy Legg on - 01726 892 496**), and presented with a delivery note clearly detailing the following information:

- Magazine name
- Issue date - NB Cover date not On Sale date
- Insert name
- Total quantity of inserts per pallet / Total quantity of pallets
- Booking reference

DELIVERY ADDRESS

Attention: Macworld magazine - St Ives(Roche) Ltd - Victoria Business Park, Roche, St Austell, Cornwall PL26 8LX
 (Please remember to state which magazine/issue the inserts are for)

ISSUE	DELIVERY DEADLINE
JAN 2009	Tues 9th Dec 2008
FEB 2009	Tues 6th Jan 2009
MAR 2009	Tues 3rd Feb 2009
APR 2009	Tues 24th Feb 2009
MAY 2009	Tues 24th March 2009
JUN 2009	Tues 14th April 2009
JUL 2009	Tues 12th May 2009
WWDC 2009	Tues 9th June 2009
AUG 2009	Tues 30th June 2009
SEPT 2009	Tues 28th July 2009
OCT 2009	Tues 18th Aug 2009
NOV 2009	Tues 15th Sept 2009
EXPO 2009	Tues 13th Oct 2009
DEC 2009	Tues 10th Nov 2009

