

Media Information

Specifications for loose inserts, bound inserts and tip-on cards plus product samples

For the magazines *diy*, *DIY International*, *HOLZFORUM*, *pet*, *PET worldwide*

General

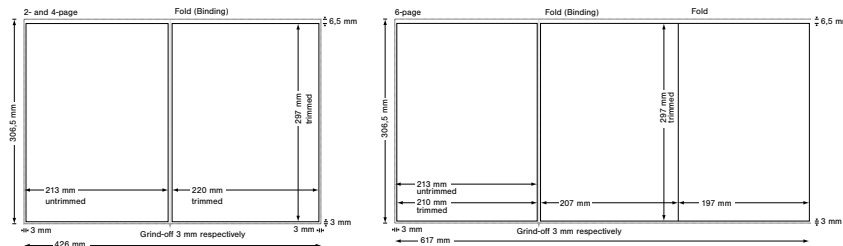
Prior to acceptance and confirmation of the order, a binding sample, if necessary a dummy with details of size and weight, must be submitted. Bound inserts and loose inserts may only advertise for the sales range of the company that is advertising. They must be designed in line with mail stipulations in such a way that they cannot be confused with the editorial element.

Bound inserts

Bound inserts are to be supplied untrimmed; bound inserts with multiple sheets must be supplied folded. The front page of the insert is to be marked. Bound inserts must be designed and executed so that no additional preparation and processing are required. Any difficulties or additional folding and gluing will be invoiced separately.

Formats, untrimmed:

2 sheet (= 4 pages) 426 x 306.5 mm
3 sheet (= 6 pages) 617 x 306.5 mm
(one page is folded in, see trimming plan)



Loose inserts

Loose inserts are placed inside loose. They must be executed so as to dispense with additional processing. Any difficulties or additional work (e.g. folding) will be invoiced separately.

Inserts printed on material other than paper can only be accepted with the prior consent of the publisher and the post office following submission of a binding sample.

Technical data:

Maximum size 205 x 292 mm

In the case of tip-on cards or product samples, the adhesive edges must lie in the direction of the binding.

Tip-on cards and product samples

Minimum paper weight for tip-on cards is 170 g.

It must be checked in advance whether product samples can be handled.

The advertising motif with tip-on card or product sample attached (sample, blind sample if necessary) must also be submitted. Product samples can only be accepted once the publisher has obtained prior consent from the post office.

Delivery

Copies required: Print circulation as per media data plus 300 copy allowance

Delivery deadline:

No later than 10 working days prior to publication.

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For the magazines
aquaristik, caridina,
Gartenteich

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Formats, untrimmed:

- 1 sheet (= 2 pages) 226 x 306.5 mm
 - 2 sheet (= 4 pages) 452 x 306.5 mm
 - 3 sheet (= 6 pages) 653 x 306.5 mm
- (one page is folded in, see trimming plan)

Loose inserts

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Inserts printed on material other than paper can only be accepted with the prior consent of the publisher and the post office following submission of a binding sample.

Technical data:

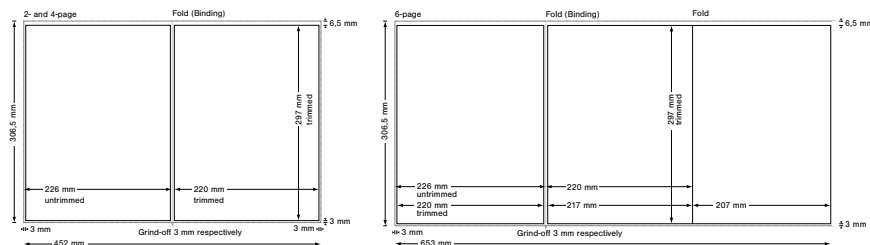
Maximum size 215 x 292 mm

In the case of tip-on cards or product samples, the adhesive edges must lie in the direction of the binding.

Tip-on cards and product samples

Minimum paper weight for tip-on cards is 170 g. It must be checked in advance whether product samples can be handled.

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