



missMAGAZIN

TECHNICAL DATA 2021

MAGAZIN

CIRCULATION:

50,000 (as per order) + 2% over delivery

SPECIFICATION MATERIAL CLASSIC PAGE:

1/1 Page:

202 x 275 mm (Width x Height) + Crop marks (+ 3 mm)

- All formats are printed sloping
- PDF - no multipage / Acrobat 7 - 1.6
- Elements that may bleed off must be placed at a min. 5 mm distance to any trimming edges
- CMYK - Colors
- Color profile Cover: ISOcoated_v2.icc
- Color profile Core: UPM PSO_LWC_Improved.icc
- Trim Waistband U2 und Page 3: The adhesive binding visually hides 4-5 mm on the waistband
- Trim Waistband 2/1 Page Core: additional bleed 3 mm per side (at the waistband)
- 2/1 Page has to be delivered in two separate 1/1 Pages!

LOOSE INSERTS:

- Maximum / Optimum size: 160 x 230 mm
- Minimum size: 140 x 140 mm

TIP ONS (e.g. Sachets):

- Maximum size: 160 x 230 mm
- Minimum size: 60 x 40 mm
- Thickness: Max. 1mm (other forms on request!)
- Bond orientation: manually glued according to the placement sketch
- Bond placement: mind. 20 mm
- Scentstrips -> manual processing

BOUND INSERTS (Head trim):

- Maximum / Optimum size: 202 x 275 mm excl. trim, grind off and foredge
- Minimum size: 140 x 140 mm excl. trim, grind off and foredge

BOUND INSERTS

Bound insert has same size as the magazine:

- Form of delivery: 209 x 289 mm
- Head trim: +5 mm
- Foot trim: +9 mm
- Grind off: +3 mm
- Foredge: +4 mm

BOUND INSERTS

Bound insert is SHORTER than the magazine:

- Head trim: +5 mm
- Foot trim: +0 mm
- Foredge: +3 mm
- Right Bleed: +0 mm

Bound inserts with Scent Seals have to be delivered ready for use

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PLEASE DON'T FORGET:

DELIVERY LOOSE INSERTS / BOUND INSERTS / TIP ONS:

- 2% over delivery
- Only single-use pallets
- Pallet description visible on each front side
- Maximum pallet weight: 700 kg
- Maximum pallet height: 160 cm
- Paletten mit Kantenschutz und Deckblatt, bei Beiklebern und Beilagen kreuzverschnürt
- Pallets shrinked or stretched
- Content must not slip or displace
- Pallets with edge protection and coversheet, cross packed and shrinked min. 8cm
- PLEASE USE INTERNATIONAL CUSTOMS DOCUMENTS! Deliveries from non-EU-countries have to be declared (customs affirmation is necessary!)
- The delivery person needs an information form about the delivery – Name of the Insert, Issue, Contact Person
- The deliveries have to be notified at Walstead Central Europe (If MISS should take over the AVISO, please send the inquiry to your MISS contact! MISS will send the Aviso information to the agency/customer!) If the deliveries are not advised, the deliverer has to wait for the next slot (up to 12 hours)!

DELIVERY DATE IS THE RESPECTIVE COPY DEADLINE:

Issue_nr.	Copy date	Copy deadline
01/21_214	25.03.2021	09.03.2021
02/21_215	10.06.2021	25.05.2021
03/21_216	25.11.2021	09.11.2021

Delivery times:

Mo – Fr: 08.00 am -18:00 pm

Delivery address printing house (incl. 2% over delivery):

Walstead Central Europe
Klaudia Putyra
ul. Obrońców Modlina 11
30-733 Kraków
POLAND

Contact person printing house:

Klaudia Putyra
Tel.: +48 12 888 7120
Mail: klaudia.putyra@walstead-ce.com