

(Revised)

2013 Pre-Printed Insert/ Bind-In Card Specs

EFFECTIVE JULY 2013 ISSUE • SOUTHERNLIVING.COM

MAGAZINE SPECIFICATIONS

Bleed Size: 8 1/2" x 10 3/4"

Trim Size: 8 1/4" x 10 1/2"

Live Area: 7 3/4" x 10"

SOUTHERN LIVING PRODUCTION CONTACT:

Andy Estill
Southern Living Magazine
2100 Lakeshore Drive
Birmingham, AL 35209
Phone: 205-445-5830; Fax: 205-445-5880

BINDING

Method is perfect binding which requires a 1/8" gutter grind-off.
All cards jog to the foot and require 1/8" foot trim.

INSERT SIZE SPECIFICATIONS

minimum size 4 1/8" x 3 1/2"

maximum 8 1/2" x 10 3/4"

(Note: if full size insert, adhere to 7 3/4" x 10" live area)

PAPER STOCK

Business Reply Cards: minimum 7 pt. card stock

Multiple Page Inserts: Based on size and number of pages.

Single Leaf: minimum 60#

(Note: Cost premium applies for stock less than 80#)

DUE DATES FOR PRE-PRINTED INSERTS

All preprinted inserts are due at Quad Graphics, in Sussex, WI ready for binding two months preceding issue date. Please contact the Southern Living production department for exact dates.

PRINT ORDER

Please contact the Southern Living production department for specific issue quantities. Print order will be confirmed with proof approval.

PROOFS

Proofs and stock samples of all inserts MUST be submitted to the Southern Living production department for approval prior to issue close date and PRIOR TO PRINTING of the supplied insert.

PERFORATION SPECIFICATIONS

75% paper/25% perf (12 tpi). Perforation must be a minimum of 3/8" from binding edge.

POSTAL REGULATION - BUSINESS REPLY CARDS

Publisher assumes no responsibility for assuring that advertiser's card meets with Postal Regulations. Any additional mail charges are the liability of advertiser.

LEFTOVER MATERIAL

Leftover inserts will be automatically destroyed upon completion of issue binding by Publisher unless written disposition is provided to Production Manager at time of issue close.

PACKING REQUIREMENTS

Materials being delivered must meet the following requirements.

- 1) All materials must be accompanied by a detailed packing list and Bill of Lading (BOL).
- 2) Each skid and/or carton should be clearly marked on all four sides with the following information:
 - a. Counts per lift/carton
 - b. Total counts per skid
 - c. Total number of pieces (forms) for roll stock and/or fanfold
 - d. Description of piece (keycode, unique identifier)
 - e. Title and issue or a Quad Graphics job number
- 3) All skids must be secured, wrapped and banded with plastic banding, not metal
- 4) The total height of the skid can be no more than 45", the dimensions of which must be no more than 48" long by 40" wide and not less than 46" long by 36" wide.

Quad Graphics reserves the right to refuse delivery of materials that do not meet the packaging requirements.

QUAD GRAPHICS JOB NUMBER*

All product shipments MUST be accompanied by Quad Graphics' six-character "Job Number" on the BOL. If the Quad Graphics job number is not available, the BOL must include the title and issue of the product being delivered.

SCHEDULED DELIVERY APPOINTMENTS

In order to avoid delays, all deliveries MUST be scheduled at least 24 hours in advance with Quad Graphics Inventory Department. All carriers should call to make an appointment at which time an appointment number will be provided. This appointment number must appear on the BOL. If no appointment is made the delivery will not be refused, but it will be delayed until the receiving schedule permits an unscheduled delivery.

- When calling please specify "Insert Receiving"
- Delivery appointments should be made between the hours of 7:00am and 6:00pm CST
- Delivery appointments can be made at the following number: (414) 566-2100

LABELING/SHIPPING ADDRESS

Quad Graphics
Attention: Sherri Jasinski
N61 W23044 Harry's Way
Sussex, WI 53089
Southern Living/Issue
Job# _____*

*Quad#/Job# to be obtained from Southern Living production department.

Southern Living[®]