**INSERT SPECIFICATIONS**

It may be possible to accommodate types of inserts other than those shown here; please contact your sales representative to discuss any special requirements.

Although we make every effort to ensure that these specifications are accurate, they will be subject to change. Therefore, please check the specifications with us before sending any material for design or print.

The British Dental Journal is 210 x 297 mm (A4) and is perfect bound.

**SAMPLES**

The insert must be approved by the production department prior to insertion with the journal. Ideally this should be the actual piece. Alternatively this could be a mock-up trimmed to the exact dimensions, using the same paper and folded or perforated, as the final insert would be. This needs to be with production at least two weeks before the issue date.

Clearly identify the front/back of the insert, or the page order where appropriate.

Please send 5 samples to:

Ann Rees  
The Macmillan Campus  
4 Crinan Street  
LONDON  
N1 9XW

If you have any queries regarding inserts please contact the production department on 020 7843 4726 or a.rees@nature.com

**DELIVERY**

All deliveries must be accompanied by a delivery note, attached to each box and on each face of a pallet. It should contain the booking reference number, journal name and issue date — without these deliveries will be refused. Deliveries must be made between 08:00 and 16:00.

Deliver inserts to:

William Gibbons & Sons Ltd  
Unit 40  
Planetary Road  
WILLENHALL  
WV13 3XT

Up to 10 loose cartons will be accepted. Any more than this must be supplied on a pallet. Pallets should be 800 x 1200 mm or 1000 x 1200 mm, sturdy, capable of stacking, allow four-way entry and well protected. Do not use metal straps. Only supply one type/version of insert per pallet.

**TIP-ON:**

- 105 x 148 mm (portrait version)
- 148 x 105 mm (landscape version)
- Paper weight: 90 – 300 gsm

**LOOSE INSERTS**

Supply trimmed and folded with a closed edge. Concertina inserts cannot be accepted.

- Single sheet: 90 – 150 gsm
- 4 – 6 pages: 70 – 130 gsm
- 8 – 32 pages: 48 – 80 gsm

**LOOSE INSERT:**

- Maximum size: 190 x 277 mm
- Minimum size: 105 x 148 mm
- Maximum of four pages.

**LOOSE OUTSERF:**

- Maximum size: 210 x 297 mm
- Minimum size: 105 x 148 mm

**POSTER:**

- Recommend size: 750 x 520 mm
- This would fold to 8 panels.

**BOUND INSERTS**

Supply pre-folded with the correct trims added. Concertina inserts cannot be accepted. Safe area: keep all text at least 10 mm from the trimmed edge.

A 3 mm spine trim and 6 mm head trim is required.

Full-size inserts also need a 6 mm foot trim and 3 mm foredge trim.

- Single sheet: 90 – 150 gsm
- 4 pages/Rollfold/Gatefold: 75 – 150 gsm

**2PP/4PP BOUND INSERT:**

- Maximum size: 210 x 297 mm
- Minimum size: 120 x 148 mm

For 4pp bound inserts remember to include the 3 mm spine trim on each page in the centrefold. This will be trimmed on binding.

**4 PANEL ROLLFOLD:**

- Panel 1: 190 x 297 mm
- Panel 2: 205 x 297 mm

The insert should be folded so that it opens out toward the right.

Additional panels can be added by reducing the width by 5 mm for each panel.

**BUTTERFLY GATEFOLD:**

- Panels 1 & 4: 190 x 297 mm
- Panel 2 & 3: 205 x 297 mm

Remember to include the 3 mm spine trim on each page in the centrefold. This will be trimmed on binding.

**COVER ROLLFOLD:**

These are printed with the journal cover. Supply as PDFs (single pages or spreads) adding 3 mm bleed.

- Panels 1 & 2: 195 x 297 mm
- Panel 3: 205 x 297 mm

**BARN DOOR COVER:**

These are printed with the journal cover. Supply as PDFs (single pages or spreads) adding 3 mm bleed.

- Panels 1 & 3: 105 x 297 mm
- Panels 2 & 4: 205 x 297 mm