

Description

The possibility exists to blow in a folder or an insert in the beginning of the magazine.

This possibility offers you the chance to organise a direct mailing, at the same time related to the image of the magazine in which the blow-in appears.

The originality of the formula together with the reader-magazine relationship gives your campaign extra attention.

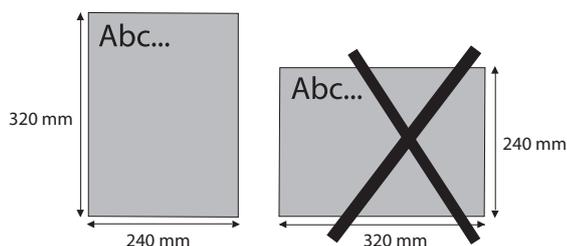
Technical specifications

Minimum size: 100 mm W by 150 mm H

Maximum size: 240 mm W by 320 mm H

Minimum thickness: 1 sheet 115 g

Maximum weight: 50 g



Mark the folding instructions: there should always be closed side, a zigzag fold is totally impossible.

Test specimens

Each campaign should be tested 6 weeks in advance, on a basis of 10 test specimens forwarded by you. These blanks should be sent to Roularta Media Group, Griet Vanderyse, Meensesteenweg 300, B-8800 Roeselare, Belgium.

Packaging and delivery

See stack and pallet demands.