

CREATIVE SOLUTIONS

Sanoma Regional Belgium

- STIJLVOL WONEN / PURE MAISON
 - WONEN LANDELIJKE STIJL / MAISONS DE CHARME
-

GATEFOLD3

SUPERGATEFOLD4

DOUBLE GATEFOLD5

INSERT - 2p tot 40p.....6

INSERT - 6p.....7

LOOSE INSERT8

GLUEING PRINTED MATTERS9

POP-UP 10

GLUEING SACHETS/SAMPLES..... 11

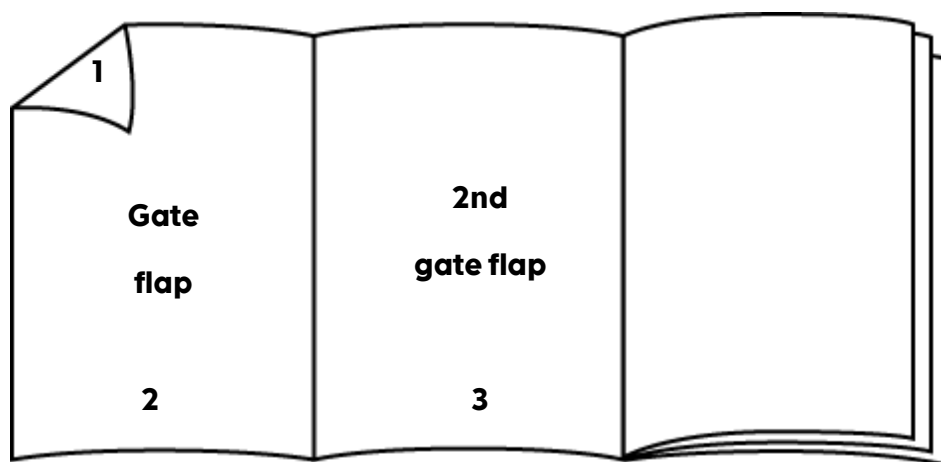
INSERTS, SACHETS/SAMPLES OR OTHER TO BE PROCESSED LOOSE AND ONLY
FOR THE PART 'SUBSCRIBERS' 12

GATEFOLD

THE FOLLOWING CONDITIONS APPLY TO ALL GATEFOLDS:

Reservations:	As early as possible and at least 9 weeks prior to publication. The dates will be determined by mutual agreement.
Price:	On request
Cancellations:	Cancellation of an assignment will not be accepted..
Submission of the material:	4 weeks prior to publication via the Adportal
For more information:	Tel +32 (0) 15/67 97 37 E-mail be.adcare@sanoma.com

INTERNAL OR EXTERNAL GATEFOLD



Composition internal gatefold:

2nd gate flap page + gate flap folio, folded inwards

Net size of the pages for an internal gatefold:

Page 1/2: 218 mm W x 297 mm H

Page 3: 228 mm W x 297 mm H

This formula offers three advertising pages on the cover to the same advertiser.

Composition external gatefold:

Page 1 of the gate flap + backside of the 2nd gate flap, folded outwards

Net size of the pages for an external gatefold:

Page 1/2: 218 mm W x 297 mm H

Page 3: 228 mm W x 297 mm H

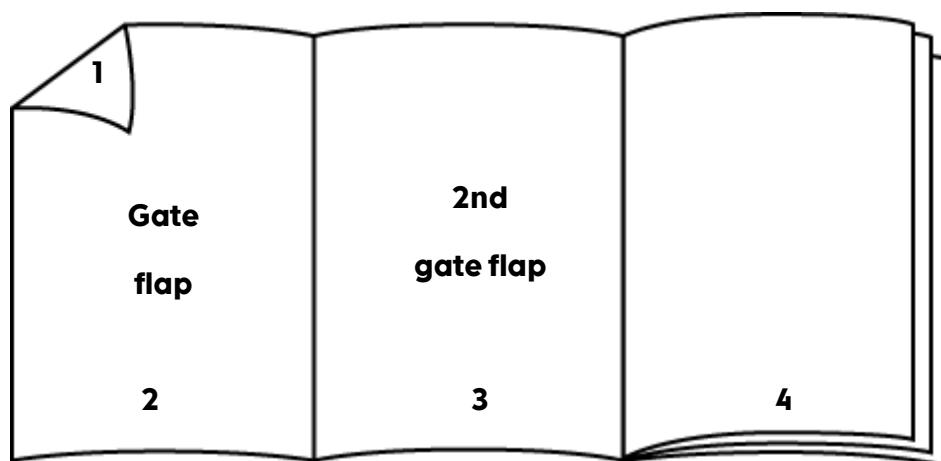
This formula offers two consecutive advertising pages on the cover to the same advertiser

SUPERGATEFOLD

THE FOLLOWING CONDITIONS APPLY TO ALL GATEFOLDS:

Reservations:	As early as possible and at least 9 weeks prior to publication. The dates will be determined by mutual agreement.
Price:	On request
Cancellations:	Cancellation of an assignment will not be accepted..
Submission of the material:	4 weeks prior to publication via the Adportal
For more information:	Tel +32 (0) 15/67 97 37 E-mail be.adcare@sanoma.com

SUPERGATEFOLD



Composition supergatefold:

Consists of a GATEFOLD (2nd gate flap page + gate flap, folded inwards) and the first page of the body (= page 4).

Net sizes of the pages:

Page 1/2: 218 mm W x 297 mm H

Page 3: 228 mm W x 297 mm H

Page 4: 230 mm W x 297 mm H

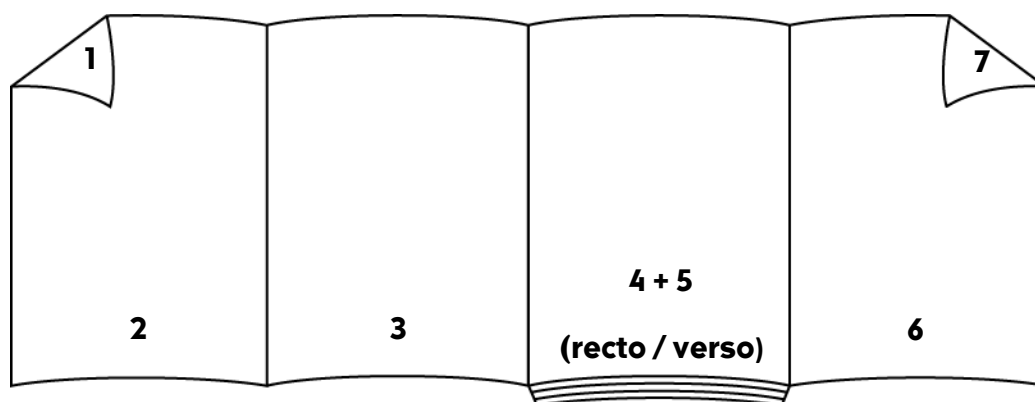
This formula provides four color pages on the cover for a single advertiser.

DOUBLE GATEFOLD

THE FOLLOWING CONDITIONS APPLY TO ALL GATEFOLDS:

Reservations:	As early as possible and at least 9 weeks prior to publication. The dates will be determined by mutual agreement.
Price:	On request
Cancellations:	Cancellation of an assignment will not be accepted..
Submission of the material:	4 weeks prior to publication via the Adportal
For more information:	Tel +32 (0) 15/67 97 37 E-mail be.adcare@sanoma.com

DOUBLE GATEFOLD



Composition double gatefold:

Gatefold (2nd flap page + a gate flap) followed by a 2nd Gatefold (pages. 4/5 + a gate flap).

Net sizes of the pages:

Page 1/2: 218 mm W x 297 mm H

Page 3: 228 mm W x 297 mm H

Page 4/5: 228 mm W x 297 mm H

Page 6/7: 218 mm W x 297 mm H

This formula provides seven color pages on the cover for a single advertiser.

INSERT - 2p tot 40p.

POSSIBILITIES:

2 to 40 pages in the body of the magazine

Remark: for inserts of 6 pages: see technical data on the corresponding fiche

TECHNICAL DATA:

Inserts with 4 or more pages must always be delivered folded.

Folded insert sizes:

° **Minimum size:** 115 mm W x 155 mm H + 3 mm milling blank + 5 mm false trim at the top

Maximum size: 220 mm W x 287 mm H + 3 mm milling blank + 5 mm false trim at the top

Parts that must not be trimmed should be at least 8 mm inside the specified net sizes.

Samples must be glued on the inside pages of the insert.

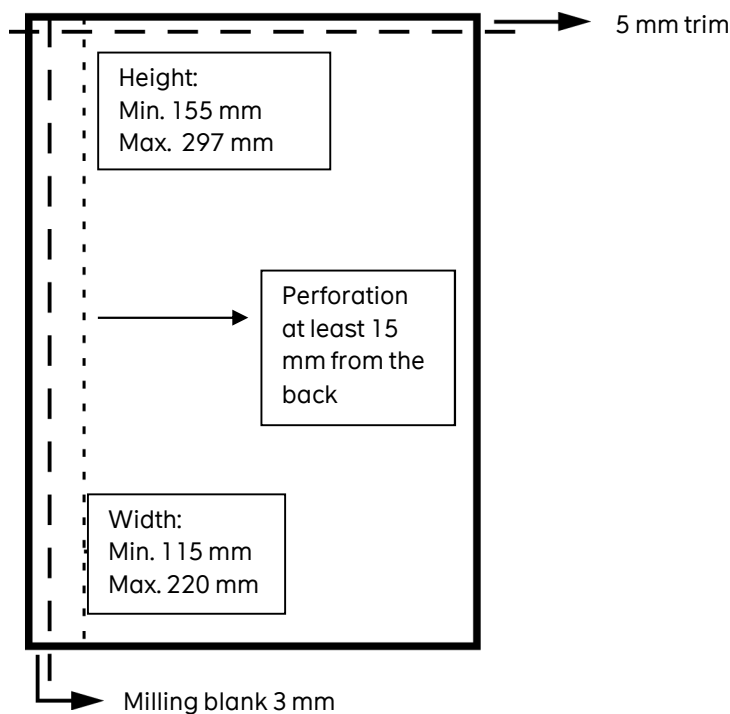
WEIGHT OF PAPER:

Insert 2 or 4 pages: minimum 120 gramme/m²

As from 8 pages: minimum 70 gramme/m²

GRAIN DIRECTION:

Parallel with the fold of the insert



Delivery adress:

Senefelder Misset Doetinchem – Attn of Marlies Visarius
Mercuriusstraat 35, 7006 RK Doetinchem, Nederland

Please send approximately 10 dummies (or blank copies) to Sanoma Media – Adcareat last 5 weeks prior to issue date.

Without these dummies for approval Sanoma Media declines all responsibility during processing.

For delivery conditions: see <http://advertising.sanoma.be/en/technical-info>

INSERT - 6p.

TECHNICAL DATA:

Inserts with 4 or more pages must always be delivered folded.

Folded insert sizes:

Page 1-2:

Minimum size: 115 mm W x 155 mm H + 3 mm milling blank + 5 mm false trim at the top

Maximum size: 220 mm W x 287 mm H + 3 mm milling blank + 5 mm false trim at the top

Page 3-6:

Minimum size: 115 mm W x 155 mm H + 3 mm milling blank + 5 mm false trim at the top

Maximum size: 220 mm W x 287 mm H + 3 mm milling blank + 5 mm false trim at the top

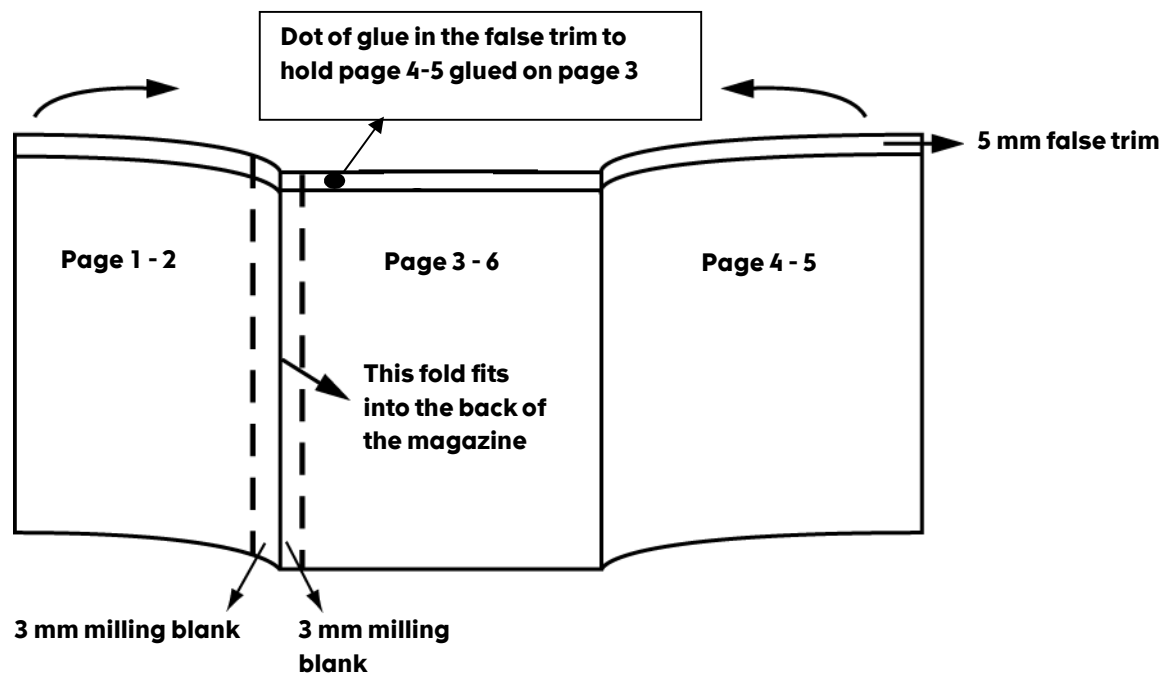
Page 4-5:

Minimum size: 110 mm W x 155 mm H + 5 mm false trim at the top

Maximum size: 215 mm W x 285 mm H + 5 mm false trim at the top

Weight of paper for an insert of 6 pages : min 80 gramme/m²

Parts that must not be trimmed should be at least 8 mm inside the specified net sizes.



Delivery adress:

Senefelder Misset Doetinchem – Attn of Marlies Visarius
Mercuriusstraat 35, 7006 RK Doetinchem, Nederland

Please send approximately 10 dummies (or blank copies) to Sanoma Media – Adcareat last 5 weeks prior to issue date.

Without these dummies for approval Sanoma Media declines all responsibility during processing.

For delivery conditions: see <http://advertising.sanoma.be/en/technical-info>

LOOSE INSERT

POSSIBILITIES:

2 to 48 pages

TECHNICAL DATA:

Sizes of the folded and **trimmed** loose insert:

Minimum size: 115 mm W x 155 mm H

Maximum size: 195 mm W x 265 mm H

The loose insert should always be delivered trimmed at 3 sides

WEIGHT OF PAPER:

2 to 8 pages minimum: 90 grammes/m²

As from 12 pages minimum: 70 grammes/m²

Delivery address:

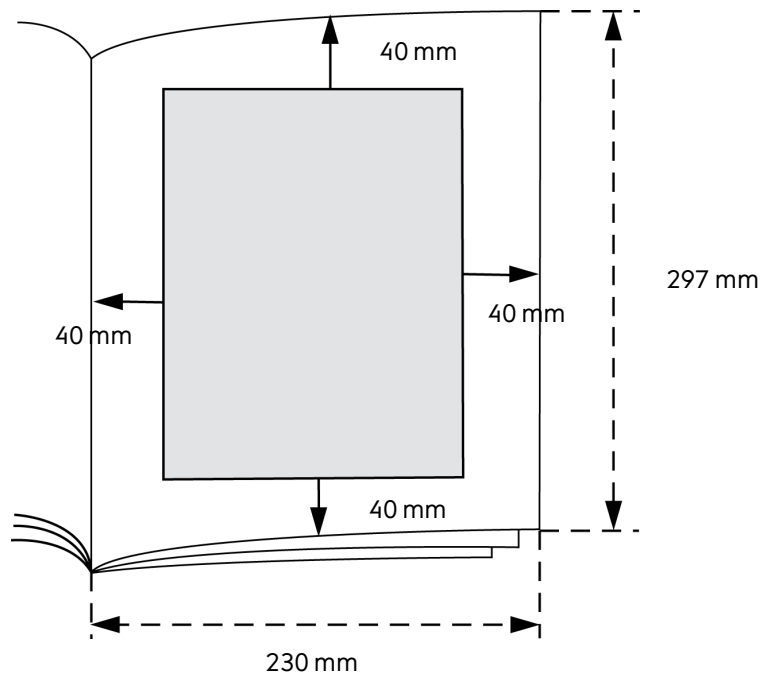
Senefelder Misset Doetinchem – Attn of Marlies Visarius
Mercuriusstraat 35, 7006 RK Doetinchem, Nederland

Please send approximately 10 dummies (or blank copies) to Sanoma Media – Adcareat last 5 weeks prior to issue date.

Without these dummies for approval Sanoma Media declines all responsibility during processing.

For delivery conditions: see <http://advertising.sanoma.be/en/technical-info>

GLUEING PRINTED MATTERS



	CARD	FOLDER
Minimum dimension:	50 mm W x 70 mm H 70 mm W x 50 mm H	50 mm W x 70 mm H 70 mm W x 50 mm H
Maximum dimension:	100 mm W x 150 mm H	100 mm W x 150 mm H
Minimum paper weight:	135 grs/m ²	90 grs/m ²
Maximum paper weight:	180 grs/m ²	115 grs/m ²
Maximum total weight 1 item:	25 gramme	25 gramme
Maximum thickness 1 item::	3 mm	3 mm

Filled envelope: on demand

Positioning of the prints:

Printed matter can be glued within the shaded area (see drawing above)
Positioning requires a tolerance of 10 mm from the standard specified location, both in height and in width.

There can only be glued on the first page of a section.

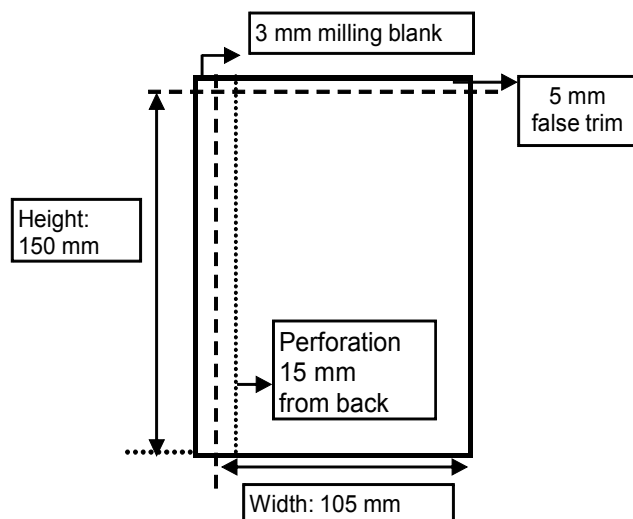
Delivery adress:

Senefelder Misset Doetinchem – Attn of Marlies Visarius
Mercuriusstraat 35, 7006 RK Doetinchem, Nederland

Please send approximately 10 dummies (or blank copies) to Sanoma Media – Adcareat last 5 weeks prior to issue date.

Without these dummies for approval Sanoma Media declines all responsibility during processing.

For delivery conditions: see <http://advertising.sanoma.be/en/technical-info>

POP-UP

THE POP-UP CAN BE POSITIONED HORIZONTALLY OR VERTICALLY!

Technical data:° Dimension:

Width: 105 mm + 3 mm milling blank

Height: 150 mm + 5 mm false trim

° Paper Weight:

Minimum: 135 gr/m²

Maximum: 180 gr/m²

Delivery adress:

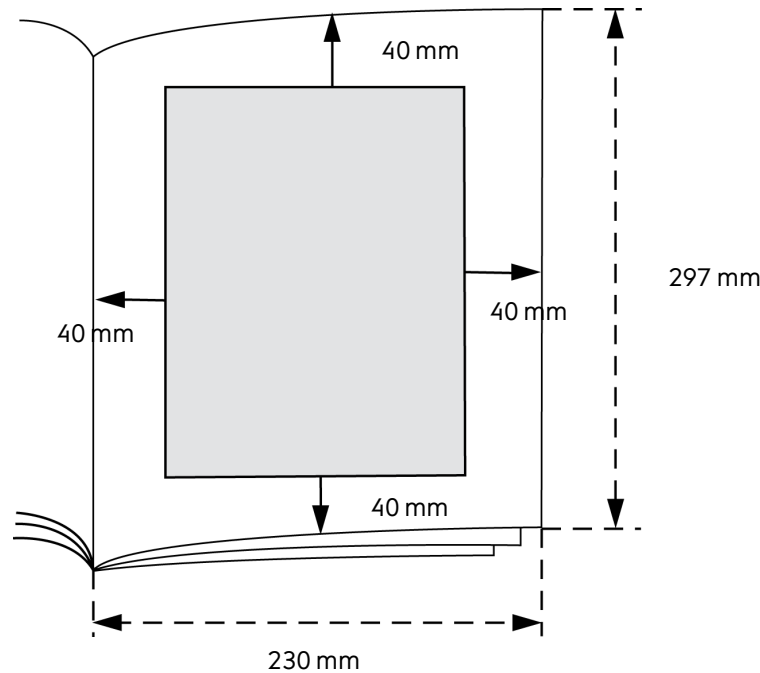
Senefelder Misset Doetinchem – Attn of Marlies Visarius
Mercuriusstraat 35, 7006 RK Doetinchem, Nederland

Please send approximately 10 dummies (or blank copies) to Sanoma Media – Adcreat last 5 weeks prior to issue date.

Without these dummies for approval Sanoma Media declines all responsibility during processing.

For delivery conditions: see <http://advertising.sanoma.be/en/technical-info>

GLUEING SACHETS/SAMPLES



Dimensions and weight:

Minimum dimension: 50mm W x 70 mm H / 70mm W x 50mm H Maximum weight: 25 gramme
 Maximum dimension: 100mm W x 150mm H Content / cm²: 0,15 ml
 Maximum thickness: 3mm

Positioning:

Sachets can be glued within the shaded area (see drawing above)
 Positioning requires a tolerance of 10 mm from the standard specified location, both in height and in width. There can only be glued on the first page of a section.

Comment concerning the positioning of a flatspray:

When multiple flatsprays are present in one edition, the flatsprays will be repositioned accordingly to avoid local thickening of the magazine.

Further specifications:

The sealed edges of the sachet must be 5 mm wide and must be able to resist a pressure of approx 2000 kg.

The sachet must be as flat as possible, especially the sealed edges i.e. the content of the sachet must be equally divided on the total surface.

The sachet must be flexibel and resist the temperature of 100°C (Hotmelt).

Packaging:

The sachets must be delivered upright in boxes with approximately 500 sachets.

All sachets should be placed in the boxes in the same direction. The different rows must be divided with a divider that is 10 mm higher than the sachets (to provide the sealed edges to be deformed).

Please use well manageable boxes, also at least 10 mm higher than the sachets.

Senefelder Misset Doetinchem – Attn of Marlies Visarius
 Mercuriusstraat 35, 7006 RK Doetinchem, Nederland

Please send approximately 10 dummies (or blank copies) to Sanoma Media – Adcareat last 5 weeks prior to issue date.

Without these dummies for approval Sanoma Media declines all responsibility during processing.

For delivery conditions: see <http://advertising.sanoma.be/en/technical-info>

INSERTS, SACHETS/SAMPLES OR OTHER TO BE PROCESSED LOOSE AND ONLY FOR THE PART 'SUBSCRIBERS'

All loose items that are meant to be processed with the subscribers of our magazines, must be delivered to the following address:

Delivery address:

WIAL - Attn. of Eric Thijssen
Hermelijnweg 9
NL - 4877 AE Etten-Leur

Standard technical specifications and delivery conditions apply.

Please send approximately 10 dummies (or blank copies) to Sanoma Media - Adcareat last 5 weeks prior to issue date.

Without these dummies for approval Sanoma Media declines all responsibility during processing.

For delivery conditions: see <http://advertising.sanoma.be/en/technical-info>