

RATECARD: **INSERTS**

FILE SPECIFICATION

All insert opportunities are available on both a national and regional basis. The minimum quantity is 50,000 per any one region. We can also provide wholesaler level targeting by using postcode information. This incurs an additional charge. This precision distribution is ideal for close proximity placement of your messaging.

LOOSE

	DM Polybag per '000	YOU per '000	TMoS Polybag per '000
Single sheet	£35.00	£32.00	£33.00
4 – 8 pages	£40.00	£37.00	£38.00
12 – 16 pages	£45.00	£42.00	£43.00
Larger sizes	ON APPLICATION	ON APPLICATION	ON APPLICATION

BOUND-IN

Available nationally in YOU magazine

	YOU per '000
4 pages	£38.00
8 pages	£44.00
12 pages	£52.00
Larger sizes	ON APPLICATION

FURTHER OPTIONS

	YOU per '000
Gummed cards	PRICE ON APPLICATION
Tipped-on sachet	PRICE ON APPLICATION
Available nationally in YOU magazine, with page advertisement.	
Polybag print	From £50.00 per '000 (based on four-colour process) Additional production charges

DELIVERY: YOU magazine – 10 days prior to publication, Daily Mail polybag 9 days prior to publication, The Mail on Sunday polybag 5 days prior to publication

CANCELLATION: YOU magazine – 8 weeks prior to publication, Weekend magazine – 8 weeks prior to publication

All inserts / delivery of inserts must comply with this specification. We reserve the right not to accept any inserts and/or deliveries that do not comply with these specifications. If this occurs then, your only remedy is to amend your inserts so that they are compliant with the specifications and we will then use reasonable endeavours to distribute your inserts at the next available opportunity as determined by us. At our sole discretion, and subject to your agreement in advance to pay any additional fees for doing so, we may decide to work with you to amend your inserts / delivery in order to ensure that the same complies with the specification below. You acknowledge and agree that due to the limited time available to rectify any non-compliant inserts / deliveries Prinovis and Associated Newspapers hereby exclude all liability for any losses, damages or claims howsoever arising in respect of the success of a campaign featuring any non-compliant inserts / delivery which is subsequently amended to comply with the specification below.

ALL RATES EXCLUSIVE OF VAT. SEE SEPARATE TERMS & CONDITIONS.

For technical specifications call: 0203 615 0318

