

Advertising specifications

Inserts

Insert samples

A sample of the insert needs to 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 prior to the issue date. A digital copy can also be sent in advance to check for content.

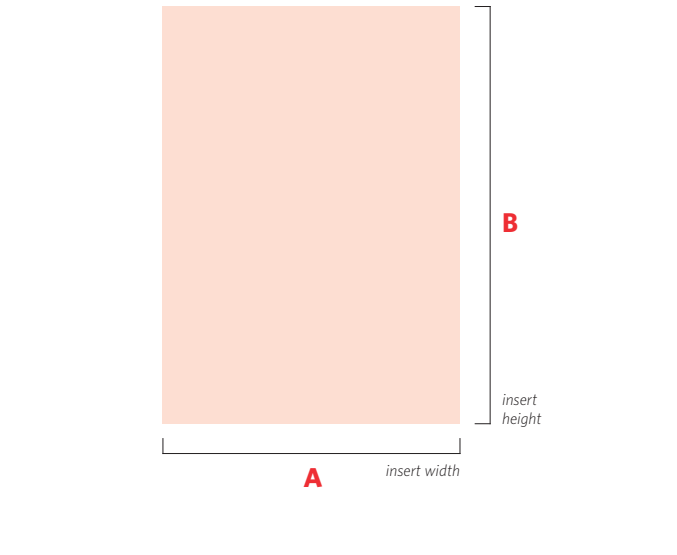
Clearly identify the front/back of the insert, or the page numbers when appropriate.

For details on where to send samples, visit:
partnerships.nature.com | [Print Advertisings Resources](#)

Although we make every effort to ensure that the 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.

It may be possible to accommodate types of inserts other than those featured in this booklet; please contact your sales representative to discuss any special requirements.

SPRINGER NATURE



Loose insert

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

All loose inserts of 4 pages or more are fed into the publication spine first.

Maximum 8 pages.

Maximum overall weight for the insert is 90 grams (3oz). For heavier items please contact your sales representative as this will incur extra distribution costs.

	Minimum		Maximum	
Width A	102mm	4"	200mm	7.875"
Height B	150mm	6"	269mm	10.625"
Paper Weight	130gsm	90lbs	170gsm	120lbs

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Cover tip-on

Supply to the trimmed size.
The height of the insert must equal or exceed the width.
Front cover tip-ons will be positioned in the bottom left hand corner.

	Minimum		Maximum	
Width A	120mm	4.75"	205mm	8.125"
Height B	120mm	4.75"	205mm	8.125"
Paper Weight	115gsm	80lbs	170gsm	115lbs

Loose outsert

Supply trimmed and folded with a closed edge. Concertina inserts cannot be accepted.
All loose inserts of 4 pages or more are fed into the publication spine first.
Maximum 16 pages.
Maximum overall weight for the insert is 90 grams (3oz). For heavier items please contact your sales representative as this will incur extra distribution costs.

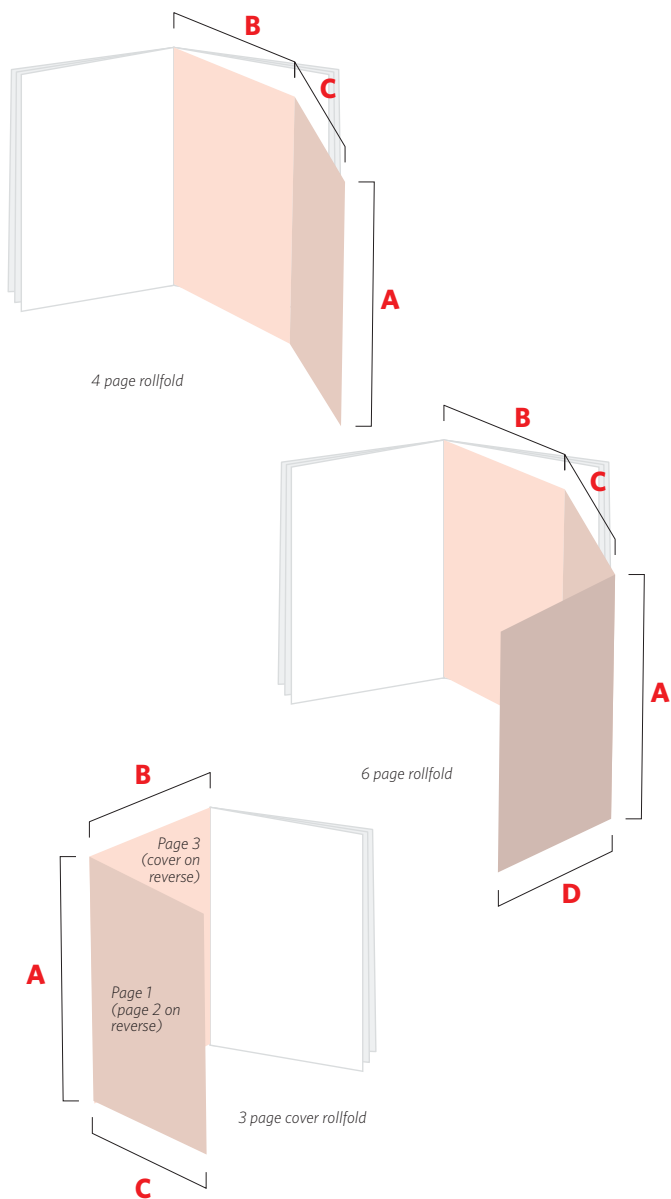
	Minimum		Maximum	
Width A	120mm	4.75"	210mm	8.25"
Height B	150mm	6"	279mm	11"
Paper Weight	130gsm	90lbs	170gsm	120lbs

Bound insert

Supply pre-folded with the correct trims added. Concertina inserts cannot be accepted. Safe area: keep all text at least 10mm or 0.5" from the trimmed edge.
The spine trim and head trim must be included. Full-size inserts also need a foot trim and foreedge trim.
The height of the insert must exceed the width.

	Minimum		Maximum	
Width A	100mm	4"	210mm	8.25"
Height B	140mm	5.5"	279mm	11"
Paper Weight	115gsm	80lbs	170gsm	120lbs

Additional trims		Trims are removed in the binding process	
Head Trim		6mm	0.25"
Spine Trim		3mm	0.125"
Foot Trim	(Only required if the insert is maximum height)	6mm	0.25"
Foreedge Trim	(Only required if the insert is maximum height)	3mm	0.125"



Standard rollfold

Supply pre-folded with the correct trims added. Concertina inserts cannot be accepted. Safe area: keep all text at least 10mm or 0.5" from the trimmed edge.

The spine, head and foot trims must be included.

The height of the insert must exceed the width.

Cover rollfold

Supply as 3 separate PDFs.

Include 3.175mm bleed on all sides.

Supply pre-folded with the correct trims added. Concertina inserts cannot be accepted. Safe area: keep all text at least 10mm or 0.5" from the trimmed edge.

Refer to page 1 of this document for file delivery instructions and digital specifications.

Height A	279mm	11"
Width B	205mm	8.125"
Width C	190mm	7.5"
Width D	185mm	7.25"
For subsequent panels reduce width by	5mm	0.25"

	Minimum		Maximum	
Paper Weight	115gsm	78lbs	170gsm	120lbs

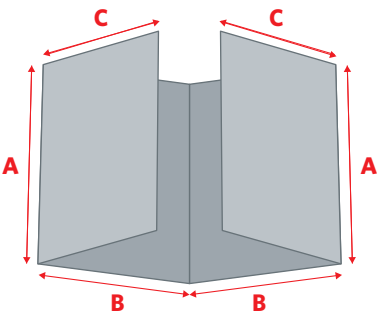
Additional trim sizes			not applicable for cover rollfold	
Head Trim	6mm	0.25"		
Spine Trim	3mm	0.125"		
Foot Trim	6mm	0.25"		

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Butterfly gatefold

Supply pre-folded with the correct trims added. Concertina inserts cannot be accepted. Safe area: keep all text at least 10mm or 0.5" from the trimmed edge.



Height A	279mm	11"
Width B	205mm	8.25"
Width C	190mm	7.5"

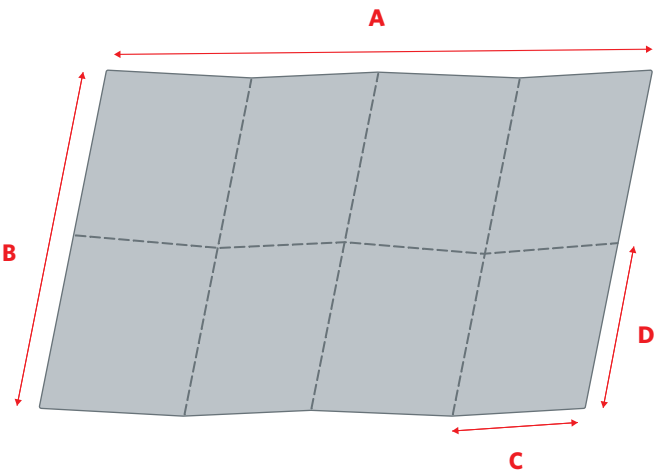
	Minimum		Maximum	
Paper Weight	115gsm	78lbs	170gsm	120lbs

Additional trim sizes		
Head Trim	6mm	0.25"
Spine Trim	3mm	0.125"
Foot Trim	6mm	0.25"

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Poster

Posters are usually outserted due to their size. Must be supplied folded with a closed edge.



Small Poster — Folds to 8 panels		
Width A	750mm	29.5"
Height B	520mm	20.5"
Folded Width C	187.5mm	7.375"
Folded Height D	260mm	10.25"
Recommended Weight	130gsm	90lbs

Large Poster — Folds to 16 panels		
Width	876mm	34.5"
Height	558mm	22"
Folded Width	219mm	8.625"
Folded Height	139.5mm	5.5"
Recommended Weight	130gsm	90lbs

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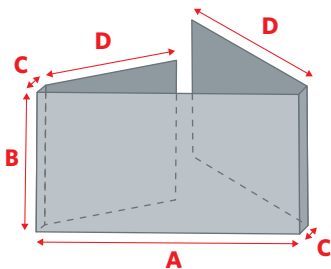
Belly band

Usually only possible on special distributions, such as conference copies, contact your sales representative for details.

Must be supplied pre-scored but unfolded

The back panels will overlap. Ensure that no text or important information is in this area.

Spine width will depend on the journal's spine width.



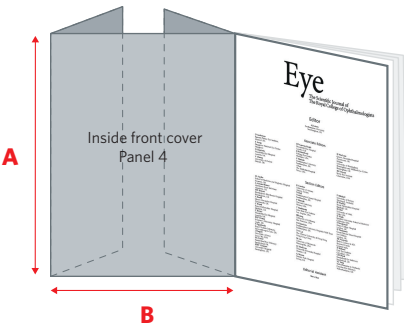
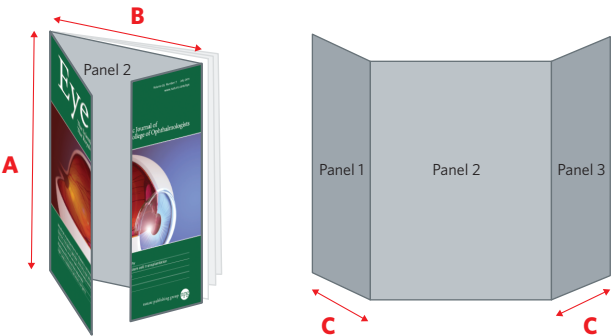
Front Width A	210mm	8.25"
Height B	150mm	6"
Spine Width C	Contact us for spine width	
Back Panel D	135mm	5.375"

Barn door cover

Please supply 3mm bleed on all sides.

All text should be at least 10mm from the edge of the final trim size on each panel

3. Please see page 1 for file delivery instructions and digital specifications.



Height A	279mm	11"
Width B	205mm	8.125"
Width C	108mm	4.25"

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Delivery Instructions

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Failure to follow any of the below instructions could result in deliveries being turned away.

Each insert must be accompanied by a delivery note stating:

- Journal
- Advertiser/company
- Issue date
- Quantity in carton
- Total quantity delivered
- Carton number (e.g. 1 of 6)

If there is no information and if the driver of the delivery vehicle cannot obtain it, the insert will not be accepted.

Attach the delivery note and a sample of the insert to each carton.

Up to 10 cartons can be accepted loose, any more than this should be palletised.

All inserts must be supplied uniformly packed facing upwards without turns.

Do not mix inserts of a different type in a single delivery.

A separate delivery note must be supplied for each insert.

Quantity Delivered

A minimum of 3% wastage allowance should be included in the quantity delivered.

Any overs will be destroyed and recycled after the issue is printed. If you require overs to be kept for future issues this may be subject to handling and storage costs.

Important

All freight and import charges must be pre-paid by the supplier. Nature Publishing Group is not responsible for delivery, arrival or for any shipments held in customs for any reason while in transit.

For details on where to deliver Inserts/Outserts, visit:

partnerships.nature.com | [Print Advertisings Resources](#)