
MACHINE INSERT GENERAL REQUIREMENTS

For Sales Personnel (Internal Use).

This document relates to inserts that will be mechanically inserted at News LTD Print Sites.

MPC - Melbourne Print Centre - Truganina

SPC - Sydney Print Centre - Chullora

YPC - Yandina Print Centre - Yandina

APC - Adelaide Print Centre - Adelaide

Current June 2026

COMMERCIAL INSERT REQUIREMENTS AND CONDITIONS

The following specifications apply for machine inserting commercial **products into all Nine Publishing until further notice**. The Print site teams believe that “It’s not sold until it’s in the paper” and have compiled this information with the intention to make the use of inserts into our newspapers as simple and successful as possible and create realistic expectations of what can be achieved.

The key to a successful insert campaign for your clients is to follow the product recommendations and guidelines. It must be remembered that inserts are processed by machinery and this is why there are boundaries on what can be put in by machine.

Inserts must comply with the following requirements. It is the responsibility of the insert sales person to ensure specifications are met and their customer understands our requirements and conditions of acceptance.

INSERT SIZE FORMATS AND STOCK

Refer to the specification table provided which covers all Nine Publishing Australian print sites. This table contains insert dimension specs, paper stock (Substrate GSM) specs and accepted fold types.

PACKAGING AND DELIVERY

Nine Publishing Print and Logistics (NPPL) have designed their packaging requirements to maximise the chance of the inserts arriving at the plant in good condition and therefore providing the best opportunity for a successful insert.

Delivery and packaging specifications for all NPPL sites are provided in a separate document including site addresses and contacts. This document can be sent to clients and printers and is also available via links included in Nine Publishing’s iDiary generated insert booking confirmations.

It is the responsibility of the sales team to ensure that their clients understand that insert packaging specifications are in place and need to be followed

as poor packaging affects the success of inserting. **NPPL reserves the right to reject inserts that do not meet the specifications of this document.** Repackaging an insert that has been rejected because of damage may not be acceptable.

INSERT SUCCESS

It should also be pointed out to all insert clients that insert accuracy is **not 100%**. Success is dependent on the product being inserted and particularly the condition it is delivered in. Insert success varies from product to product. Factors that affect the success of the machine insert process are:

- Overall finished size and paging.
- Insert copies separate easily from their bundles, not sticking together.
- Bundles are stacked neatly and uniformly.
- Number of turns in a bundle.
- Bundle strapping does not damage the product in any way.
- Inserts need to be in good condition, i.e. flat with no corner damage or tearing.

The ideal size insert has a total paging of between 16 and 32 pages with a trimmed finish and size around A4. These are the most successful inserts and run with a success rate of approx. 95% and often better. Smaller insert size formats with paging less than 12 pages are less predictable and are generally less successful.

Success rates of these products are generally in the 90% range.

MULTIPLE COPIES

We cannot guarantee against multiple copies being inserted. Inserts need to be printed and packed in such a way that the inserts are easily separated i.e. they don’t stick together. This cannot usually be determined until production commences.

COMMERCIAL INSERT REQUIREMENTS AND CONDITIONS

NUMBER OF COPIES REQUIRED FOR INSERT PRODUCTION

Copies required vary from publication to publication and edition day required. An estimate of the circulation number of copies required for the publication and edition day should be obtained from publication distribution/circulation department. Circulation can vary due to unforeseen circumstances and therefore full run coverage may not be achieved. The following production spoilage quantities should be added to the publication circulation figure.

For Print Runs up to 5 K copies

A **10% spoilage allowance with a minimum quantity of 250 copies** to be added to the circulation quantity to allow setup and production spoilage.

For Print Runs 5k -to 20 K copies

A **5% spoilage allowance with a minimum quantity of 500 copies** to be added to circulation quantity to allow setup and production spoilage.

For Print Runs 20 K to 50 K copies

A **2% spoilage allowance with a minimum quantity of 750 copies** to be added to circulation quantity to allow setup and production spoilage.

For Print Runs greater than 50 K copies

A **1.5% spoilage allowance with a minimum quantity of 1000 copies** to be added to circulation quantity to allow setup and production spoilage.

CONDITIONS OF ACCEPTANCE

- All site specifications must be met.
- At any time including after delivery, NPPL reserves the right to **reject inserts** that do not meet the specifications for size, paging, packaging, delivery time and condition.

- NPPL reserves the right to **remove any insert** from production that places production or on time delivery in jeopardy. Unacceptable Inserts Inserts with magnets, clips, stick on samples attached.
- Inserts containing objects such as keys, coins, sachets or samples.
- Inserts with sticky applicators, tip ons (stick on notes).
- Die Cut inserts.
- Popups or protruding inside pages.

INSERTING CAPACITY

Refer to the site capacity table provided which covers all NPPL sites. Site contacts are included in this table.

The sites will be happy to assist with any enquiries regarding capacity and insert requirements.

INSERT TYPES

- Single Sheet, e.g. single page, card, envelope.
- Folded trimmed multi page inserts, e.g. Harvey Norman.
- Press Finished publications other than wound preruns.

GENERAL REQUIREMENTS

- Folded inserts must have spine as the longest edge.
- Paging is the actual page count of the finished product as folded, e.g., a four page tabloid folded in half to quarter fold is an 8 page insert.
- A single sheet insert is counted as a 2 page insert.
- Avoid any change of stock part way through the print run as the handling characteristics will change and cause high insert wastage.

COMMERCIAL INSERT REQUIREMENTS AND CONDITIONS

FOLD SPECIFICATIONS

There are four types of recommended folds for inserts. These are **4 page, roll fold, french fold and gate fold**.

The roll fold and **gate fold**, the turned back folds are to the inside and within 20mm from the spine.

ACCEPTABLE FOLDS

4 PAGE



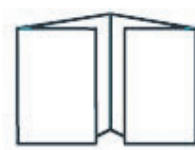
ROLL FOLD



FRENCH FOLD



GATE FOLD



UNACCEPTABLE FOLDS

Any insert that has the opposing sides **open**. This style of insert cannot be machine inserted.

CONCERTINA FOLD



MAP FOLD



UNUSUAL INSERTS

Any card, envelope, perforated insert or any other material of an unusual nature, dimension or fold, will require a dummy sample or the product to be viewed by the publishing/mailroom manager prior to acceptance. Products with stickers, exposed glue sections, part fold backs, index folds or steps **MUST** be tested prior to acceptance.

Other inserts that do not meet the size and pagination specifications may be accepted after consultation with, and at the discretion of, NPPL

This may require a sample test run of 500 inserts to be submitted. NPPL may impose extra conditions on the acceptance of the booking, for example, reduced insert accuracy (say 80%) or that it may only be inserted if it does not interfere with production, i.e. it will be removed from inserting if it places production in jeopardy. The onus is on the seller of the insert to ensure that their client understands and accepts any special conditions attached to these products.

All enquiries should be made to the publication print site.

HAND INSERTING

Some sites may offer hand inserting of out of specification inserts at their discretion. This is very labour intensive and expensive. Hand inserting also impacts on dispatch and delivery due the time it takes to complete this service. Additional labour charges may apply and should be considered in assessing product profitability.

ENQUIRIES AND QUESTIONS

Whilst NPPL has endeavoured to standardise insert requirements and technical specifications not all print sites have the same capacity and capability to place inserts in our newspapers. Sites have different equipment in capacity and capability to process inserts. Unfortunately just because one site can accept an insert does not mean all sites can successfully place the same insert.

Each print site will be happy to answer your questions and clarify if an insert is feasible to run in production. Please contact the print site if in doubt and before turning down an insert sale.

COMMERCIAL INSERT REQUIREMENTS AND CONDITIONS

Site	Site Contact for Inserts
MPC (Truganina)	03 9292 3468
SPC (Chullora)	02 9288 1704 - 02 9288 1975
Yandina QLD	07 5454 7800
APC (Adelaide Print Centre)	08 8206 3245