

Acuity

PROFESSIONAL EXCELLENCE IN EYE HEALTH

Insert Delivery Specification 2025

TECHNICAL SPECIFICATION

- Total required for full UK run: 12,500 (inc overs)
- Max size for loose inserts 270mm x 210mm
- Min size for loose inserts 148mm x 210mm
- A4 INSERTS MUST BE FOLDED
- Min weight for a single sheet insert 90gsm
- Minimum turns of 100
- All inserts must be single sheet, unless otherwise agreed with Redactive
- Inserts must be single piece items and have a leading edge (fold) along the widest side of the insert.

SAMPLES

Samples of inserts **must** be received prior to inserts being printed.

Please email a PDF of the final insert creative to:
E: rachel.young@redactive.co.uk

PLEASE NOTE:
All inserts are subject to approval from the College of Optometrists



THE COLLEGE OF
OPTOMETRISTS

DELIVERY ADDRESS

Please deliver inserts to:

Acuity magazine (& issue date)
C/o Mailing & Fulfilment MK Ltd
Unit 18, Denbigh Hall,
Milton Keynes,
MK3 7QT

It is essential to notify Mailing & Fulfilment MK Ltd prior to delivery, please contact:

Anthony Clark - 01908 274462

Please note: If this is not done, your delivery will be turned away.

IMPORTANT - DELIVERY NOTES

A delivery note must accompany goods, even if a contract courier is used. It must state:

- Inserts for Acuity magazine
- Publication date
- The address of the printer/supplier of the inserts
- Description of insert with name of advertiser
- Total quantity delivered & number of inserts in each carton/pallet

INSERT DEADLINES

Issue (2025)	Sample to Redactive	Delivery deadline
01. Winter	January 2nd	January 15th
02. Spring	March 28th	April 10th
03. Summer	July 1st	July 14th
04. Autumn	September 30th	October 13th
01. Winter 2026	December 23rd	January 14th