

TOP TIPS – WEEKEND NEWSPAPER SUPPLEMENT INSERTION

Health & Safety

Always insert newspaper supplements in a comfortable position that allows effective and efficient completion. A standing position, using a raised surface if the most appropriate as this reduces the pressure on your back and knees: Always remember: Lift with your knees and not with your back!

Know your titles

Make sure you locate and identify all of your supplements for the required papers prior to starting insertion. Having them altogether and readily available will make for a smoother and quicker process.

Slide to Side

Either right to left or left to right whatever your preference – however a slide to side motion is the quickest and easiest method of insertion.

SUPPLEMENT INSERTION – BEST PRACTICE

1



Plan ahead – By September, look at all the ideas and activities below and put in dates when you and your staff will be actioning these on a timetable or calendar.

2



Use a suitable elevated location (A fold away table is ideal for this).

3



Place the supplements on the far right hand side of the surface and the newspapers in the middle.

4



Supplement and newspapers piles should be arranged "Spines Out" (opposite to each other), as this will mean easier, quicker insertion.

5



Open the newspaper roughly in the middle and then slide in the supplement, pushing it against the paper and sliding it off the pile in one motion.

6



Move "inserted" newspapers to the left hand side on to a completed pile.

7



To ensure stability, rotate quantity of inserted newspapers on the completed pile at regular intervals. ie; as with full bundles of newspapers delivered.

8



Ensure that a quantity of all newspaper titles are on display prior to opening, to satisfy initial demand, fully stocking displays once insertion has been completed. Replenishing display throughout the day.

9



Insert all supplements into all newspaper titles at the start of the day, storing copies that you can't initially fit on display in an easily accessible location. This will assist replenishment throughout the day.

Additional tips

Four hands are better than two – one person unpacks, loads the table and fills the main display, the second person completes the insertion process. If a title has more than one insert/supplement, and time permits, insert these (as above) to create one supplement 'pack', that can then be inserted into the newspaper using the slide to side process when the newspaper is delivered.