Periodical
Multi-Wrap Guidelines and Specifications

Minimum Quantity per Version	1,000 copies	
Maximum Quantity per Title	750,000 copies*	
	**Quantities over 750,000 require an optimization analysis*	
Maximum Version Count	10 versions for national distribution	
	Unlimited if regional versions	
Minimum Basis Weight	60 lb coated cover or 50 lb self-cover	
Host Thickness	Minimum 0.0375“ / Maximum 0.5”	
Maximum Weight	20 ounces	
Qualifying Host Trim Sizes/Dimensions	Spine to Face range: 7.5" to 9"	
	Head to Foot range: 10" to 11"	
Qualifying Onsert Trim Size/Dimensions	Minimum 4” Width x 4.5” Height / Maximum 9” Width x 11” Height	
	Onsert must be the same size or smaller than the host piece	
Onsert Qualifications and Considerations	Onsert options allowed:	
	2 Pages	min. 60# text (if w/ BRC or renewal card Minimum 7pt High Bulk)
	4 Pages	min. 50# text
	6 Pages	min. 40# text
	8 - 12 Pages	min. 34.5# text
	> 16 Pages	min. 60 lb coated cover or 50 lb self-cover
	Supplement-to material; • Marketing Mail enclosures and Ride-Along pieces all qualify as onserts • Approval is required prior to participation • Max quantity of onserts of any kind is 8 without prior approval	
	Promotional onsert (i.e. products sample) can qualify; approval is required prior to participation. Additional premiums may apply	
	Onsert orientation to host book is not guaranteed. Host piece is first down.	
Other Key Qualifications and Considerations	USPS Enterprise Payment System (EPS) Debit required	
	Mail Anywhere permit is required	
	Main Run or Supplemental (back-issue) copies qualify	
	Periodical Pending status qualifies for program	
	Grit UV is not permitted	
	Data Management Instructions (DMI), with verified ad %, are due on the mail file due date	
	All scheduled milestones are in Central Standard Time and are critical to the success of each mailing. Client may forfeit the opportunity to participate if any deadlines are missed.	

Contact Quad today:
866-824-2869 / info@quad.com

© 2026 Quad/Graphics, Inc. All rights reserved