



## THE SMART PUBLISHERS GUIDE TO COVERMOUNTS and PROMOTIONAL GIFTS Updated: September 2008

This Smart Publishers Guide is a digest of the full Covermounts & Promotional Gifts Best Practice Guide which is available at: <http://www.ppa.co.uk/cgi-bin/wms.pl/1107>

The full guide contains a comprehensive set of key internet links to relevant websites.

### **BEST PRACTICE**

Covermounts and other promotional gifts are used to enhance the appeal of magazines to consumers. Often such items pose no Health & Safety risk or legal compliance issue regarding distribution, selling or disposal. This guide is designed to advise publishers on the types of item which do carry additional requirements. Care should be taken at all times to avoid potential risks associated with gifts in themselves and consideration should be given to safe and legal disposal of quantities left over after the sales period.

Individual companies carry their own responsibility for being aware of legal compliance, for their own corporate responsibility, and for maintaining awareness of legal and good practice developments. Where covermounts or other gifts are used, they should always conform to Trading Standards requirements in relation to safety endorsement, user age limits etc.

They should always be sufficiently well secured to or contained with the core product in such a way as to prevent the **bar code** of the publication from being obscured.

### **1. Not Acceptable – Significant Direct Legal Compliance Issues**

Publishers are strongly recommended **NOT** to use any of the following as cover mounted gifts, inserts, or co-bagged items as to do so may breach ADR (Carriage of Dangerous Goods) legislation and/or health and safety regulations:

- a). Explosive substances and articles containing explosive substances (Fireworks, Flares, etc);
- b). Gas: compressed, liquefied or dissolved under pressure;
- c). Flammable Liquids (Aerosols, Lighters, Lighter Refills, Liquid oil or solvent based paints, Christmas Crackers, Cooking Oil, etc);
- d). Flammable Solids or Gases (Firelighters, Matches, Butane Gas, etc);
- e). Oxidising Substances & Organic Peroxides (Mercury Thermometers, Bleaches, etc);
- f). Toxic and Infectious Substance (Thinners, Solvents, etc);
- g). Radioactive Substances;
- h). Corrosive Substances (Wet cell batteries, etc); and
- i). Miscellaneous Harmful Substances (Medicines, Mace Spray, Weed Killer, etc).

**If such items are ever used, the Publisher carries a legal responsibility to appropriately package, label, document and inform others in the supply chain. All additional costs will be at the full expense of the Publisher.**

### **2. Not Recommended – Significant Corporate Responsibility Risks**

Publishers are strongly recommended **NOT** to use the following, and similar items, as cover mounted gifts, inserts, or co-bagged items. To do so may bring exposure to corporate responsibility risk if subsequently involved in any accident or media exposure highlighting the potential irresponsibility risks in issuing such items:

**Knives – NOT ACCEPTABLE**, Razors, Fish Hooks, Replica Weapons, and generically similar products. Adult content materials unless clearly targeted at such an audience and clearly indicated as such.

Items should be considered for their objective sense and responsibility - many items could be deemed inappropriate by an objective audience.

### **3. Not Recommended – Significant Hindrance To Recycling**

Publishers are recommended **NOT** to use the following, or similar, as cover mounted gifts, inserts, or co-bagged item. To do so may severely inhibit recycle-ability of the core magazine product to which it is attached:

Water soluble inks and dyes, for example in crayons and lipsticks; toxic products such as batteries which require specialist disposal; fabrics and textiles such as bags, towels, flip flops etc; and heavy gauge plastic bags.

### **4. Acceptable but Caution Required**

The following articles can be used but **subject to prior notification** to wholesalers and retailers so that appropriate health and safety precautions can be implemented:

Glass products, Canned Drinks, Sharp or pointed objects such as knitting needles,

Objects larger than the Magazine, Dry Cell Batteries,

Beauty and Bathroom products, always provided that they are contained within appropriate packaging and are properly labelled for transport, handling and display.

## 5. Acceptable subject to specific Conditions

- a) **Toys**, provided they meet BSI Kitemark regulations.
- b) **Foodstuffs** provided they:
  - (i) Conform to safety standards relevant to the product; and
  - (ii) The sell by date does not expire during on sale period of the magazine/title.
  - (iii) Are suitably packaged and labelled
- c) **DVDs/CDs**, and similar media products provided they meet the regulatory requirements by carrying appropriate age guidance as follows:
  - i) The DVD must carry symbols indicating the age rating applicable to that DVD;
  - ii) The label or symbol should be printed on both the front and reverse of the DVD
  - iii) One of the symbols must also be accompanied by the relevant explanatory statement within a single rectangular shaped frame;
  - iv) Each symbol must meet the minimum size requirements relevant letters/numbers must be at least 5mm high.
  - v) No other printing or labelling must obscure the symbol on the finished DVD cover;
  - vi) All DVDs planned for circulation within the Irish Republic must carry the appropriate age rating symbol as defined by the Irish Film Censor's Office ([www.ifco.ie](http://www.ifco.ie)) shown to the required format.
  - vii) Any wrapper around the covermounted magazine should not obscure the label or symbol from the buyer.
  - viii) The publisher/distributor must advise the wholesaler of any DVDs with a rating of 18.
  - ix) Publishers should ensure that interactive games are labelled according to the Pan-European Game Information (PEGI) age rating system, see <http://www.pegi.info/en/index/>

## 6. Disposal

Note that disposal of covermounts can be to landfill. However, certain products or packaging may cause contamination or be in breach of ADR regulations and will not be acceptable for such general disposal. Any such material will be disposed of by wholesalers or distributors in line with Governmental guidance at the full expense of the publisher or distributor.

## 7. Key Examples to Consider

- a) **Knives – Not acceptable under any circumstances**
- b) Other sharp objects – Very careful consideration should be given to age of audience, Health & Safety issues for all handlers in the supply chain through to consumers;
- c) Certain types of gift such as toy guns or liquids/gels/pastes are unacceptable for sale in airport terminals and will not pass through security checks. BAA have issued specific guidance at:  
<http://www.heathrowairport.com/portal/page/Heathrow^General^Airport+information^Security+control^Security+FAQs/#liquids>
- d) Batteries - potential transport issues for distributor and wholesaler (ADR) and disposal (WEEE/RoHS) (Waste Electrical & Electronic Equipment & Restriction of Hazardous Substances) implications;
- e) Electrical Equipment - disposal by wholesaler, distributor and consumer (WEEE/RoHS);
- f) Replica Weapons - consider age of target audience and accessibility for malicious purposes;
- g) Glass - Health & Safety issues for all handlers in the supply chain through to consumers, if breakages occur;
- h) Wire or Metal Bands - Health & Safety issues for all in the supply chain where used as a product tie or used within products as strengtheners;
- i) Toys - consider age of audience - unsuitable for certain age groups (BS Kitemark);
- j) Malodorous Products - some items may give off either unpleasant or misleading odours such as smelling of natural gas or chemical leakage, which may adversely affect all in the supply chain through to consumers;
- k) Liquids or Creams - breakage or bursting of containers or sachets can affect other products.

## 8. Notification by Publisher – of “non recommended”, “caution”, or “conditional” items

- a) Publishers should advise distributors, wholesalers AND retailers, of any potential issue, when selling-in as soon as is reasonably practicable;
- b) The wholesaler must be notified at least 5 days before the onsale date of any DVD or similar carrying an 18 rating;
- c) Publishers are responsible for ensuring that these Best Practice Guidelines are read, understood acknowledged and implemented by covermount buyers;
- d) Publishers should contact the PPA on [info@ppa.co.uk](mailto:info@ppa.co.uk) or call 020 7400 7529 for further assistance if unsure about the potential impact of a particular covermount. In turn the PPA will liaise where required with the ANMW.
- e) Over and above the content of these guidelines and any additional advice given in good faith, the ultimate responsibility lies with the Publisher to meet its legal requirements and manage its corporate responsibility affairs with recognition of the impact of Publisher actions on the sector.