

THE LOOK

TRADITIONAL TABLOID

Size: 289mm x 380mm
Finishing: Flat
Pages: 4-64
Copies: 500+

Printed by:
NEWSPAPER CLUB

70gsm IMPROVED NEWSPRINT

A heavier newsprint style paper stock. Perfect for a higher quality feel and a longer lasting product.

Brightness: ISO83 ●●●●○
Thickness: ●●●●○
Certifications: FSC • PEFC
Use for: Mini • Tabloid • Broadsheet



A PREMIUM SPIN ON A CLASSIC

This heavier stock is perfect for that classic off-white newsprint look and feel with a high-quality edge.

HEAVYWEIGHT CHAMPIONS

SHILLINGTON POST

How Shillington celebrates alumni and recruits new students with print

Shillington is a graphic design school with campuses in New York, London, Manchester, Sydney, Melbourne and Brisbane. The intensive course teaches the real-world skills required to be a designer and aims to help students upskill and change careers in 9 months or less.

They wanted to create a physical publication to hand out at information sessions and graduate exhibitions, to showcase the amazing design work of their students and teachers and to attract new enrolments. The tabloid features work from their global community of students, graduates and teachers, plus articles about “everything from design history to interviews with the industry,” says Dina Shirin, Marketing and Communications Assistant at Shillington.

Every issue is designed by a different member from Shillington’s international team. According to Dina, the publication “not only provides prospective students with more information about who we are, but is also a way to share content to inspire creatives.”

Last year’s edition, the Creative Women issue, was featured on the popular Instagram feed @inspofinds and the international reach of the newspaper has been “a wonderful opportunity to get our students’ and teachers’ names out into the design world.”

“Students and graduates love the quality of the publication and look forward to seeing a new issue every year. We also get amazing feedback from the industry!”

“We really appreciate the support and quick printing turnaround from Newspaper Club,” adds Dina. “The deliveries are always on time, with quality printing.”



“The Shillington Post has been an excellent way to promote the school and tell the design community about Shillington students and teachers.”

METEORE

Taking a “slow journalism” approach, this newspaper from Swiss media company LargeNetwork is something to savour. Made in collaboration with photo agency Lundi 13 and published twice a year, each issue makes the most of the large broadsheet format with stunning full-page photography. LargeNetwork says their readers love it — with many opting to buy a lifetime subscription: “They want to receive every copy of the newspaper for the rest of their lives!”



DAISY

Beyond being a stylish and informative catalogue, this newspaper from Daisy Jewellery also acts as an Instagram-ready backdrop for unboxing photos. Customers often include the eye-catching cover image when they share their latest purchase — a simple touch that reinforces Daisy’s branding.



@lundi_13 & @largekiosk

@daisy_jewellery

@coffeelikeagilmore



THE MODERN HOUSE

If filling a whole newspaper feels like a daunting task, consider that you might have the content at your fingertips already. Estate agency The Modern House collects popular features from their blog and prints them in a mini newspaper. It gives their existing content a new life and their audience has a chance to revisit articles — and stunning interior imagery — they may have missed online.



DROPBOX

This newspaper was printed for Dropbox's annual women in tech conference, which takes its name from Grace Hopper — a computer programmer who helped develop the first computer language compiler and was the first woman to receive the National Medal of Technology. Women who work at Dropbox reflect on inspiration, innovation, risk-taking and their careers in this inspiring and uplifting piece.



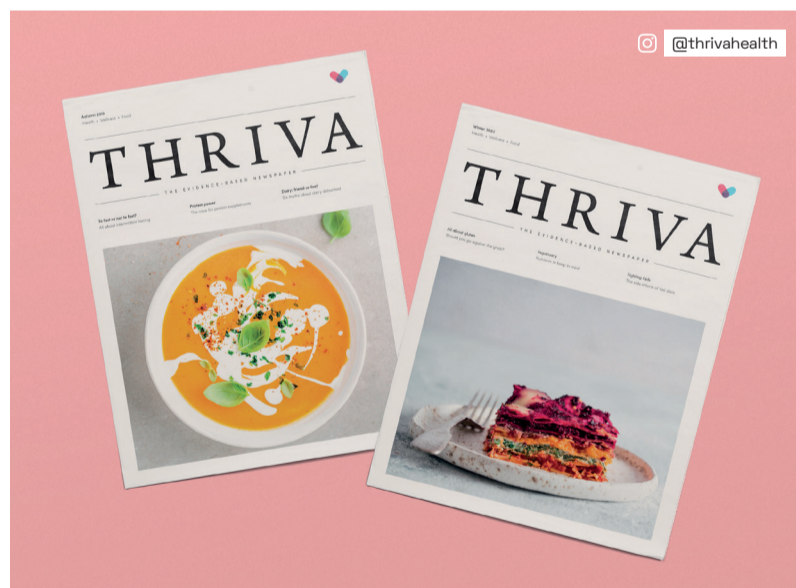
THRIVA

Thrive cuts through the digital noise by getting their message across in print

If you offer a high tech service, a newspaper can add a human touch to your brand. Thrive makes at-home blood tests that are used to provide personalised reports and health advice. There's a lot of science behind what they do, but that doesn't mean their communication has to be stuffy.

Using a newspaper allows Thrive to share accessible health and wellness information with their community and cut down the intimidation factor.

“There's a huge amount of misinformation online and a newspaper with evidence-based content cuts through that.”



“Our newspaper is a way for us to bridge the gap between scientific literature and easy-to-digest content.”

SPOT THE DIFFERENCE



TRADITIONAL 70gsm IMPROVED NEWSPRINT

Compare print quality and colours across each of our paper types.

52gsm Recycled Newsprint

55gsm Improved Newsprint

45gsm Salmon Newsprint

70gsm Improved Newsprint

80gsm Bright Paper



LETTERS 65pt

COULD 55pt

FILL IN 45pt

IF YOU USE A 35pt

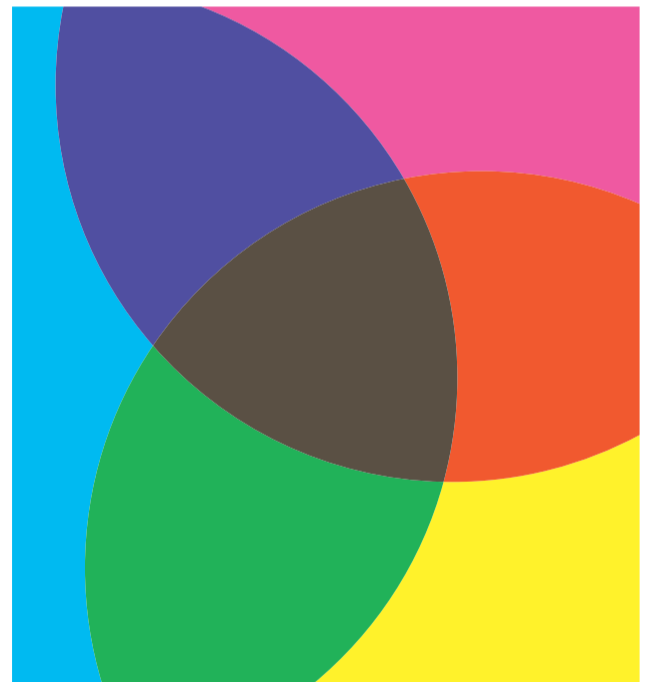
SMALL POINT SIZE 25pt

ON TOP OF A 20pt

COLOURED BACKGROUND 15pt

SO USE A BOLD WEIGHT! 10pt

OTHERWISE IT WON'T BE LEGIBLE IN PRINT. 5pt



10%																				
20%																				
30%																				
40%																				
50%																				
60%																				
70%																				
80%																				
90%																				
100%																				
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	M 000	M 030	M 000	M 050	M 100	M 100	M 100	M 000	M 000	M 000	M 000	M 025	M 065	M 100	M 100	M 085	M 070	M 030	M 010	M 005
	Y 000	Y 030	Y 000	Y 000	Y 000	Y 000	Y 000	Y 100	Y 080	Y 100	Y 100	Y 100	Y 100	Y 100	Y 100	Y 100	Y 090	Y 050	Y 050	Y 010
	K 100	K 100	K 000	K 000	K 000	K 000	K 000	K 050	K 000	K 000	K 000	K 000	K 000	K 000	K 040	K 070	K 040	K 020	K 015	K 025