

# good news

## TRADITIONAL TABLOID

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

Printed by:  
**NEWSPAPER CLUB**

## 52gsm RECYCLED NEWSPRINT

100% recycled classic off-white newsprint paper, slightly thicker than most UK daily newspapers.

Brightness: ISO58 ●●●○○

Thickness: ●●●○○

Certifications: FSC • PEFC • Blue Angel

Use for: Tabloid • Broadsheet



get on board.

Original photo: Niket Nigde • unsplash.com

# 100% recycled

This is our standard and most popular paper for traditional tabloids and broadsheets. Completely recycled and made from UK-sourced material with a wide range of environmental certifications. It is also produced locally, just 60 miles away from our printing press by Palm Paper, meaning transport related emissions are relatively low.

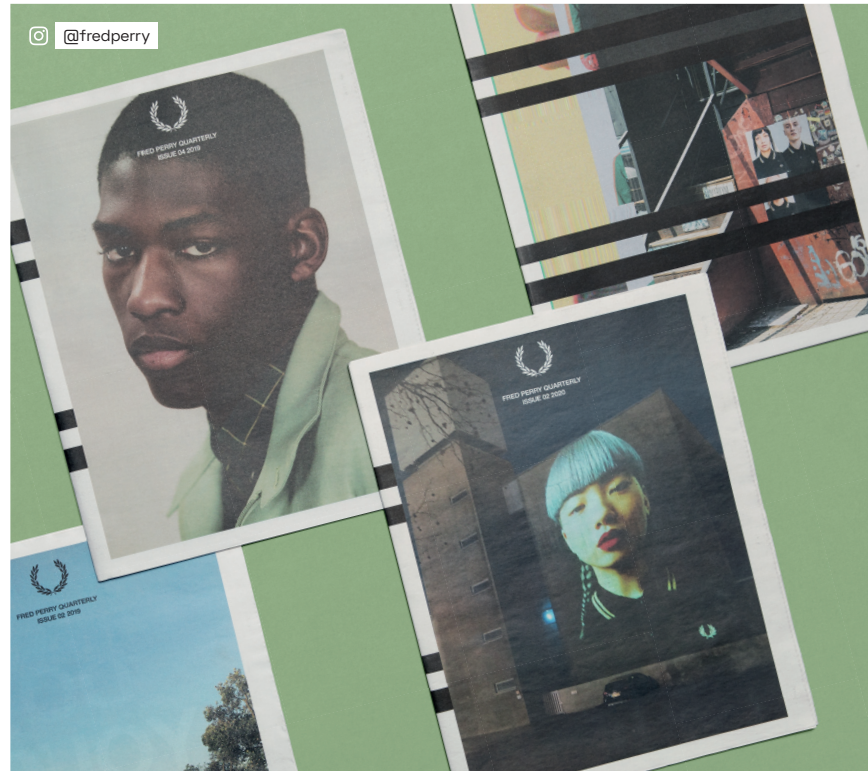


# 100% or nothing

## 100% in the loop

Working with design agency Studio Small, Fred Perry Quarterly is a tabloid newspaper inspired by the gritty feel of self-published zines and the 'golden era' of magazines like the NME. A unique way to promote their four fashion releases each year.

“The newspaper is a super cost-effective way to do mass print in an age of digital. It’s enticing to look at but not too precious — customers feel comfortable picking it up and reading it.”



## 100% escapism

Lifestyle brand P&Co use a newspaper to showcase their products and give customers a peek into what goes on behind the scenes of each collection. “It’s the perfect opportunity to take a few minutes out of your day, grab a coffee and explore the latest goings on at P&Co,” they say.

“We’ve experimented with many formats in the past — from postcards to risoprint zines — but the tabloid format is the perfect mix of traditional print and speed of online services.”

## 100% self-care

Body care brand Oui The People is shifting the conversation around beauty with their “damn good products to help you feel amazing in your own skin, as you are.” They share ingredients, interviews, and wellness tips in a tabloid newspaper, which gives their customers “a break from digital” content. They say one of the best things about the format is the space to use “big and bold type” to get their message of empowerment and inclusivity across.

“We plan to create one every quarter to highlight and keep our audience engaged and in-the-know about our ingredients, fun interviews, and tips for happy skin and mind.”





Don't settle for less. Making a more environmentally conscious choice doesn't mean you have to choose second-rate quality. Our 52gsm 100% Recycled Newsprint has a classic newsprint feel whilst also being responsibly sourced and locally produced.

## 100% rested

Bedding brand Secret Linen Store always wants "to go above and beyond to surprise our customers." Their quarterly newspaper The Bed Spread does just that.

"Our customers love it. It is totally unexpected for them and we often get comments on social media, in reviews or even phone calls appreciating the little touches."



## 100% seasonal

A newspaper is a great way to get people invested in your community. The Ecology Center, an organic farm and non-profit education centre in Southern California, uses their Grow, Eat, Make zine to share news, interviews and seasonal recipes featuring ingredients from their farm shop.

"Our zine is packed with words to fill your heart and photos to feast your eyes, all harvested from the abundance of daily life here on The Ecology Center farm!"

## 100% real

Non-alcoholic drinks brand Seedlip named their quarterly newspaper after Beasley Farm, their farm lab in the Lincolnshire Wolds. The publication celebrates British woodlands and the outdoors, so Seedlip had no interest in making Beasley Journal "a precious item that lounged around on coffee tables," says designer Ed Collins.

"We wanted creases and folds, ink marks, grubby fingerprints. We also wanted printing that reflected the simple ethos of the farm — Newspaper Club was the perfect answer."



"The response has been really exciting. Customers love the design and content and genuinely look forward to setting aside time to read it. We've had photographers and writers reach out to us and it's sparked more creativity within the team."



# SPOT THE DIFFERENCE

TRADITIONAL 52gsm RECYCLED NEWSPRINT

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

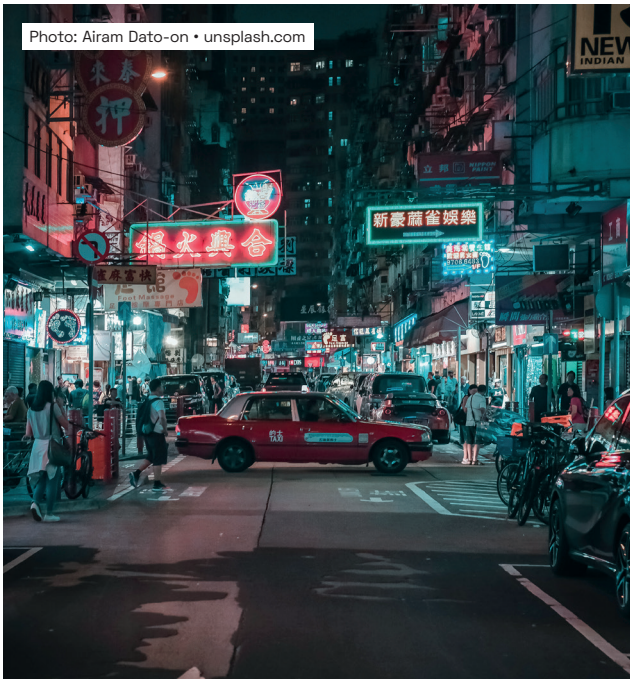
52gsm Recycled Newsprint

55gsm Improved Newsprint

45gsm Salmon Newsprint

70gsm Improved Newsprint

80gsm Bright Paper



**LETTERS** 65pt

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**COULD** 55pt

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**FILL IN** 45pt

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**IF YOU USE A** 35pt

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**SMALL POINT SIZE** 25pt

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**ON TOP OF A** 20pt

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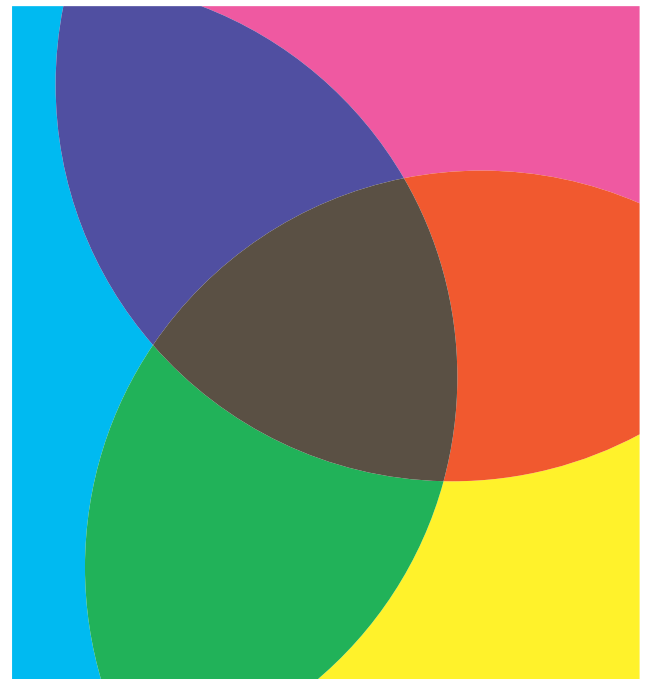
**COLOURED BACKGROUND** 15pt

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**SO USE A BOLD WEIGHT!** 10pt

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



10%																				
20%																				
30%																				
40%																				
50%																				
60%																				
70%																				
80%																				
90%																				
100%																				
	C 000	C 030	C 100	C 100	C 100	C 050	C 000	C 100	C 080	C 050	C 000	C 000	C 000	C 000	C 000	C 000	C 000	C 000	C 000	C 000
	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