

Review

DIGITAL TABLOID

Size: 289x380mm
Finishing: Flat
Pages: 4-64
Copies: 1-1,000

Printed by:
NEWSPAPER CLUB

45gsm SALMON NEWSPRINT

A classic 'salmon' pink newsprint stock as used by papers like the Financial Times.

Brightness: ●●○○○

Thickness: ●●○○○

Certifications: FSC • PEFC

Use for: Mini • Tabloid



Used by sports and business publications to stand out in the newsstand, salmon newsprint is a warm, winning colour no matter how you use it. From posters and menus to type specimens and lookbooks, *think pink*.



Stand out in salmon

Front page foodies

Coquetel Social: @coquetelsocial • Liberty London: @libertylondon

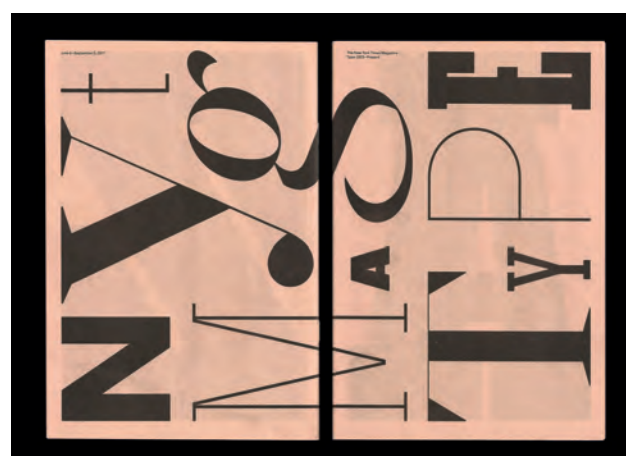


↑ Stockholm cocktail bar **Coquetel Social** uses a salmon tabloid for their drinks menu. The large format lets them go beyond ingredients and share the history behind classic cocktails — and show that they really know their stuff! With playful illustrations, it also doubles as a colourful, on-brand placemat.

↑ Historic department store **Liberty London** used salmon newsprint to share the launch of their Mini British Food Hall. Inside they shared recipes using their new line of gourmet products and interviews with the illustrators behind the playful packaging.

All the type that's fit to print

Mark Caneso: @markcaneso • The New York Times Magazine Type Specimen: @nytmag



↑ "I wanted to keep my color palette simple," says typographer **Mark Caneso** about the set of posters he designed to share his latest fonts. "Using salmon newsprint automatically gave it a different feeling without needing to add more colors."

↑ Created to accompany an exhibition at the Type Directors Club in New York, this 40-page type specimen showcases custom fonts used by **The New York Times Magazine**. "The design of The New York Times Magazine doesn't use a lot of ornamentation or flourishes," says design director Gail Bichler. They approached this newspaper with similar restraint: "We kept it classic and printed the whole thing in black, but opted for the salmon newsprint to give it a pop of color."

Headline events

Shoreditch Design Triangle: @shoreditchdt • OFFSET: @offset_festival



↑ Since 2008 the **Shoreditch Design Triangle** has supported creativity and collaboration in East London. With over 50 events happening as part of the London Design Festival, they used a mini newspaper — printed on salmon newsprint — as a handy guide to where and when everything was happening.



↑ Thousands of people attend creative festival **Offset** in Dublin each year, and a mini programme helps them keep track of the festival's busy lineup of talks and workshops.

Report in style

ANNA Money: @annamoneyuk • Natoora Impact Report: @natoora



← UK-based mobile tax app **ANNA** (which stands for Absolutely No Nonsense Admin) prints *The Hustle* twice a year. The zine keeps their customers up to date on ANNA news and offers advice to help business owners stay on top of their game.



← **Natoora** supplies seasonal produce to many of London's most renowned restaurants and in 2020 they launched a home delivery service. Their Impact Report, printed as a traditional mini newspaper, is included in delivery boxes to educate customers about the work Natoora is doing to "replace a broken, opaque food system with a transparent and sustainable supply chain."

SPOT THE DIFFERENCE

45gsm SALMON NEWSPRINT

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

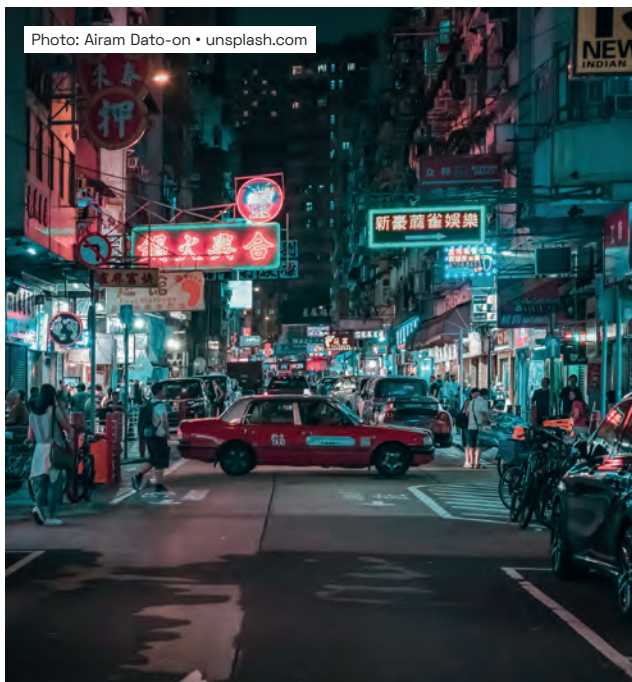


55gsm Improved Newsprint



45gsm Salmon Newsprint

80gsm Bright Recycled



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