

# Review

## TRADITIONAL TABLOID

Size: 289x380mm  
Finishing: Flat  
Pages: 4-64  
Copies: 300+



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 • Broadsheet



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

## Report in style

Natoora Impact Report: @natoora



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.”

## Luxurious lookbooks

Design: @foundrystudio • Client: @tomdixonstudio



Known for eclectic and quirky homewares, Tom Dixon needed a catalogue that would make the most of the brand's incredible product imagery. Salmon newsprint adds warmth and complements Tom Dixon's sleek and sculptural designs. Newsprint is a “great way to communicate in a bold yet accessible way,” says creative studio Foundry, who designed the newspaper.



“Print plays a huge role for any brand that wants to communicate with different types of people. Digital is a great way to get the conversation going, but there's nothing like the human interaction of a printed piece.”

— Foundry

# Share your story

Design: @staybest • Client: @scribnerslodge



The Scribner Hollow Post is a newspaper from Scribner's Catskill Lodge, a former motor lodge turned modern mountain retreat in upstate New York. Published twice a year, it highlights local businesses and talent. "It's a more editorial approach to a city guide, the newspaper is a keepsake that speaks to the entire region," says designer Alison Matheny of BEST Studio.

**"Newsprint is unexpected compared to a brochure or digital content that we are so used to consuming rapidly. It's nostalgic — something you spend time with and share. And that's exactly what we were trying to achieve with the Scribner Hollow Post."**

— BEST Studio

# Front page foodies

Coquetel Social: @coquetelsocial • Liberty London: @libertylondon



↑ 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.

↑ 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.

# SPOT THE DIFFERENCE

TRADITIONAL 45gsm SALMON NEWSPRINT

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

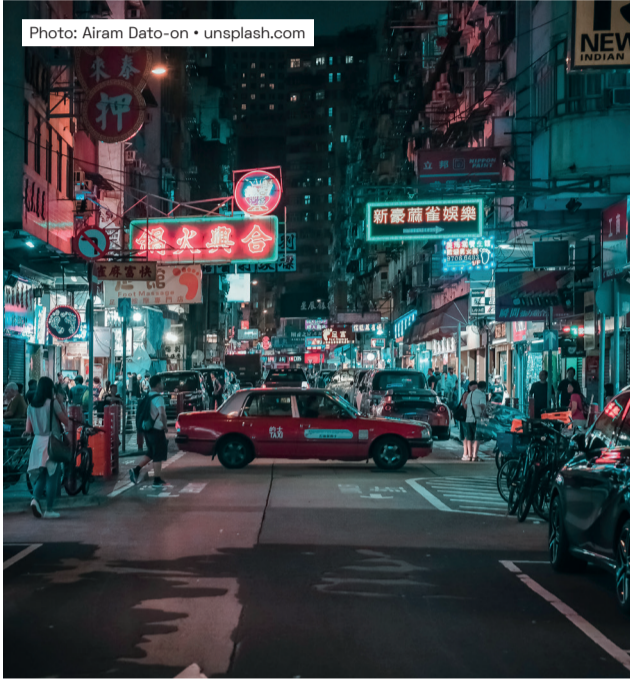
52gsm Recycled Newsprint

55gsm Improved Newsprint

70gsm Improved Newsprint

45gsm Salmon 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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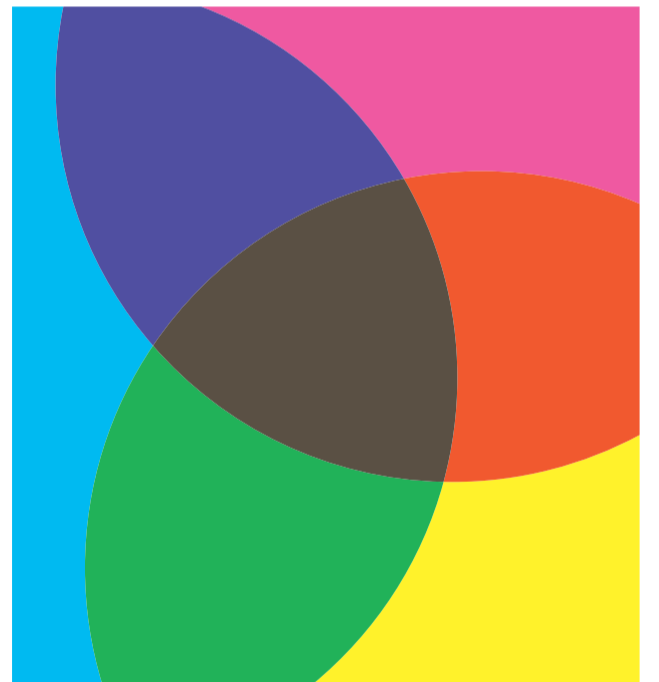
**COLOURED BACKGROUND** 15pt

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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