

# WHAT'S ON

## TRADITIONAL TABLOID

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



Printed by:  
**NEWSPAPER CLUB**

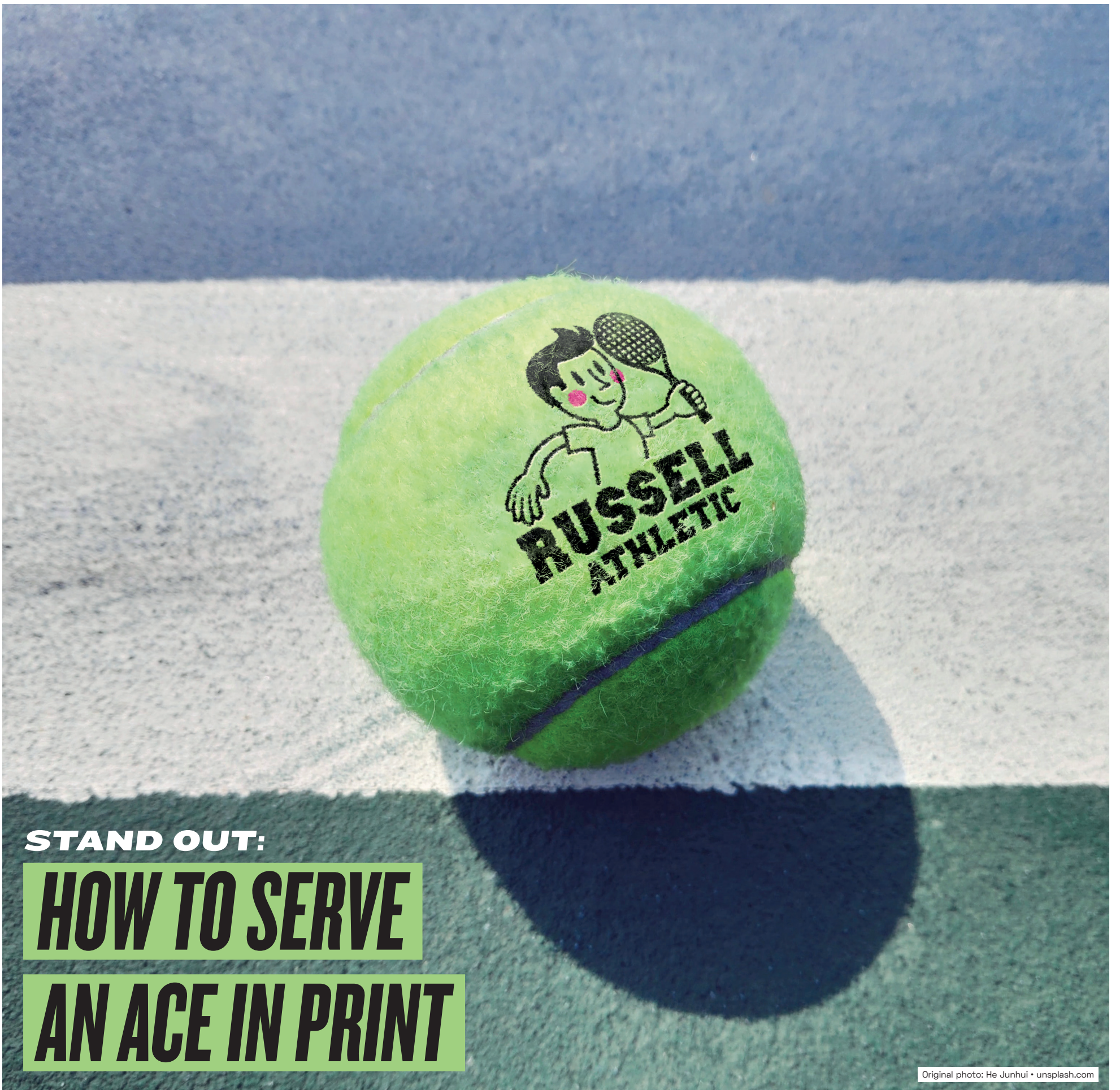
## 55gsm IMPROVED NEWSPRINT

A classic off-white newsprint stock. Slightly heavier and brighter than most UK daily newspapers.

Brightness:	ISO76 ●●●○○
Thickness:	●●●○○

Certifications: EU ECOLABEL • FSC

Use for: Mini • Tabloid • Broadsheet



**STAND OUT:**

**HOW TO SERVE**

**AN ACE IN PRINT**

Original photo: He Junhui • unsplash.com

## INSIDE TODAY:

# TAKE A LOOK AT OUR WINNING FORMAT

### Tabloid

Our most popular format, ideal for everything from weddings to portfolios, props and posters. Enjoy vibrant colours on newspapers printed on real high-speed newspaper presses. With traditional printing, the more you print, the cheaper it gets.

### 55gsm Improved Newsprint

Slightly heavier and brighter than standard newsprint, 55gsm still retains that classic newspaper feel. This paper works well for photography and magazine-style publications. Look inside to see a few of our favourite newspapers printed on this paper.



# THE IN-STORE INNOVATOR

Cubitts is a modern spectacle and sunglasses brand based in London, with a focus on quality materials, craftsmanship and design.

Every year, the Cubitts team produces a variety of small passion projects that celebrate their "love of good design and innovative materials." They were sharing this work on their website and on social media, but felt the projects that they'd poured so much time and creativity into were getting lost in the noise online.

They chose a tabloid newspaper to give these projects a tangible home that their customers could keep and read on their own time. Their goal was to "share beautiful, interesting content that [customers] will enjoy, allowing us to build brand loyalty in an organic manner."

Cubitts uses their newspaper to tell their story "away from the tyranny of likes and follows." When they release a new issue, customers will visit the store just to pick it

up. It's also helped build their brand within their industry: "Since we published our first issue, we've been contacted numerous times by other brands, artists and interesting people asking to work with us or to appear in our newspaper," says Liz Moffatt, Marketing and Communications Manager.

Cubitts says that working with Newspaper Club "simplifies the ordering, printing and delivery process and supplies us with a premium product with very little admin on our end" — allowing them to focus on their next creative project.

**“A NEWSPAPER GIVES US A PHYSICAL MANIFESTATION OF OUR BRAND, ALLOWING US TO TELL OUR STORY AWAY FROM THE TYRANNY OF LIKES AND FOLLOWS.”**

Liz Moffatt • Marketing and Communications Manager

## HOW CUBITTS BUILDS BRAND LOYALTY & GETS CUSTOMERS IN THE DOOR WITH A DESIGN-FOCUSED NEWSPAPER



**“SINCE WE PUBLISHED OUR FIRST ISSUE, WE’VE BEEN CONTACTED NUMEROUS TIMES BY OTHER BRANDS, ARTISTS AND INTERESTING PEOPLE ASKING TO WORK WITH US OR TO APPEAR IN OUR NEWSPAPER.”**

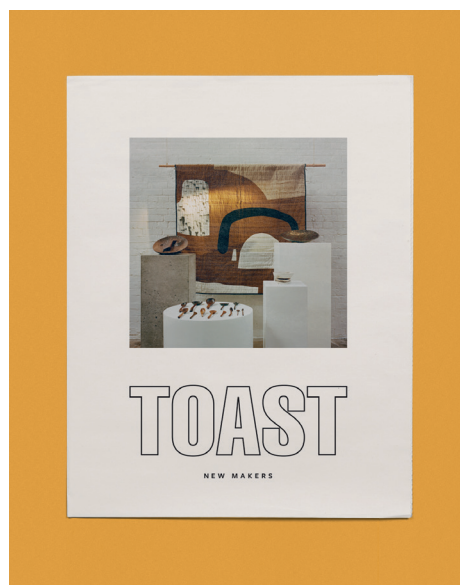
Liz Moffatt



# OUR CUSTOMERS LOVE THE CLASSIC TABLOID FORMAT

## YURI SUZUKI

For an exhibition at The Design Museum in London, artist Yuri Suzuki explored how we navigate and connect to the world through sound. This newspaper produced for the event was designed by Suzuki (who is also a partner at Pentagram) and offered a tangible, accessible guide through some of the show's abstract ideas.



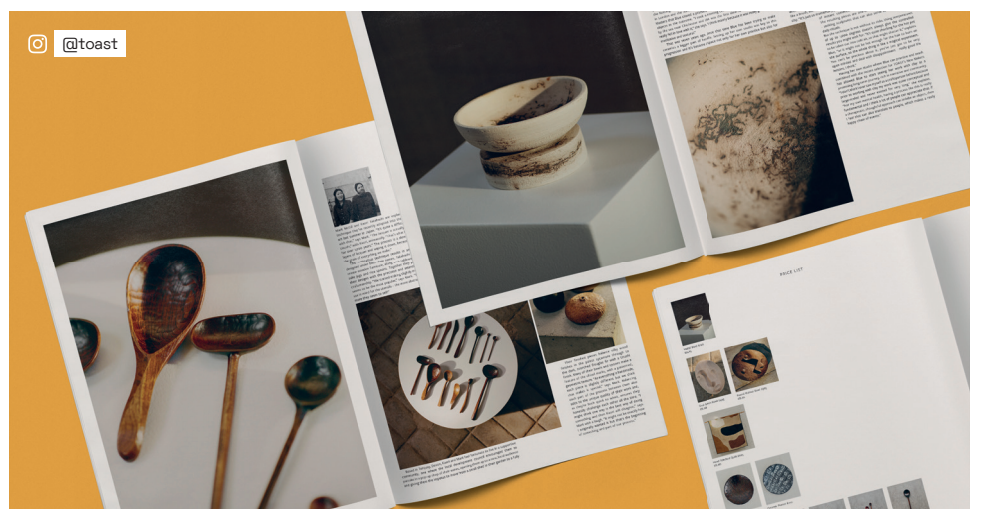
## TOAST

British brand TOAST is known for its focus on traditional textiles and craftsmanship. In this tabloid, they showcase pieces created by emerging makers, from sculptural ceramics to hand-stitched quilts.

"A lot of readers use mobile phones to view our online magazine, which massively limits the imagery," says TOAST designer Mia Shurey. With a tabloid newspaper, they were able to "do justice to the makers' attention to detail" — from horse hair strokes on a piece of pottery to hand-sewn stitching on a quilt.

**“PRINT STILL HOLDS GREAT VALUE. THE NEWSPAPER ALLOWED US TO DO JUSTICE TO THE MAKERS’ ATTENTION TO DETAIL.”**

Mia Shurey • Designer at TOAST



## MEZCAL BROTHERS

Based in Paris, Mezcal Brothers is a craft spirits company that specialises in small batch mezcal from Oaxaca, Mexico. This tabloid catalogue showcases the drinks they import and the people who make them.

**“WE’VE DONE A LOT OF WORK TO EDUCATE FRENCH DRINKERS ABOUT MEZCAL, AND A NEWSPAPER WAS THE PERFECT WAY TO SHARE THIS INFORMATION.”**

David Miguereles • Founder



## THE LONG TIMES

The Long Times is the official zine of the Texas Playboys Baseball Club based in Austin. It's a yearly review of season highlights, player accomplishments, sandlot misadventures and "anything else that seemed like a good idea at the time of publication." It's distributed annually at the Sandlot World Series at The Long Time, an East Austin sandlot baseball field and events venue.





# SPOT THE DIFFERENCE

TRADITIONAL 55gsm IMPROVED NEWSPRINT

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

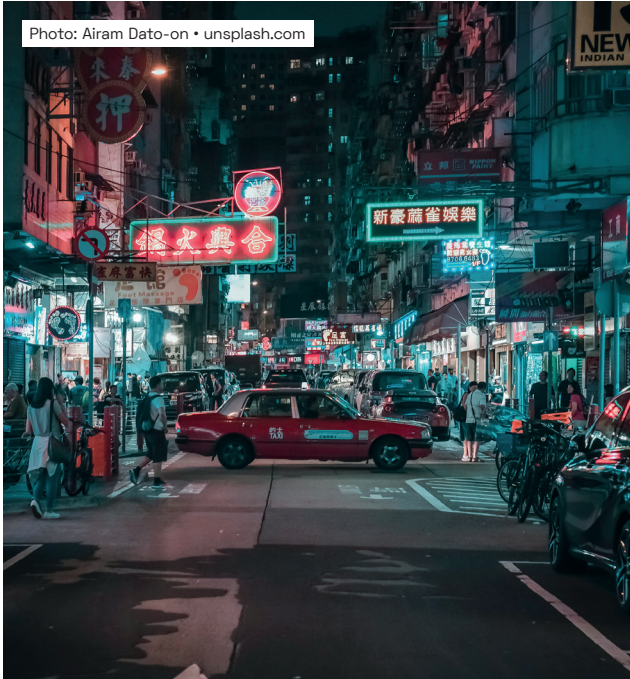
52gsm Recycled Newsprint

55gsm Improved Newsprint

45gsm Salmon Newsprint

70gsm Improved Newsprint

80gsm Bright Paper



**LETTERS** 65pt

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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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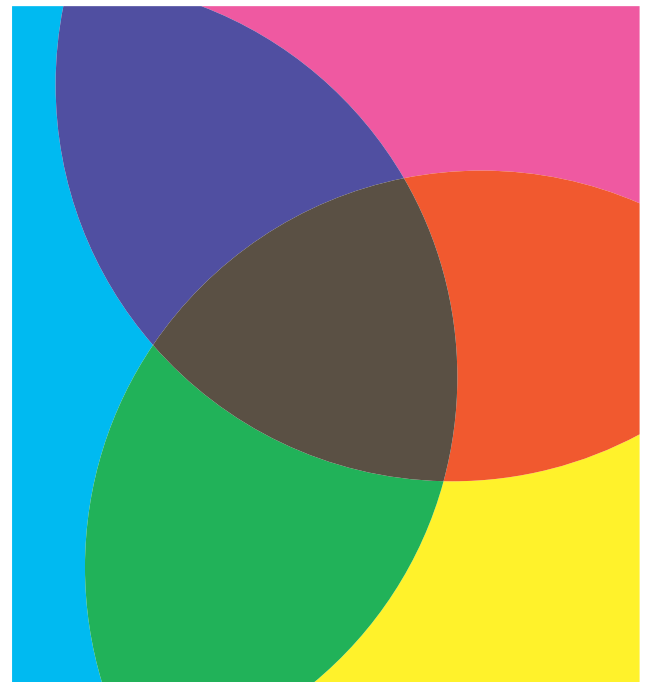
**COLOURED BACKGROUND** 15pt

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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