

DIGITAL PRINTING SAMPLE PACK

DESIGN TIPS

3 DIFFERENT PAPER TYPES

INSPIRING CASE STUDIES

ALL OUR PRINT SIZES: MINI TABLOID BROADSHEET



DIGITAL PRINTING SAMPLE PACK 2024 EDITION

PICKUPABLE

DIGITAL BROADSHEET

|            |               |
|------------|---------------|
| Size:      | 350mm x 500mm |
| Finishing: | Folded        |
| Pages:     | 4-40          |
| Copies:    | 1-1,000       |

Newspaper Club

Est. 2009

55gsm IMPROVED NEWSPRINT

|                 |                             |
|-----------------|-----------------------------|
| Brightness:     | ISO76 ●●●○○                 |
| Thickness:      | ●●●○○                       |
| Certifications: | EU Ecolabel • FSC           |
| Use for:        | Mini • Tabloid • Broadsheet |

UNPUTDOWNABLE



Just a few of the beautiful newspapers we have printed for our customers worldwide

WELCOME TO THE CLUB

For over 10 years we've helped creative people and businesses all over the world share their stories with newsprint.

Together we're reinventing newspapers to make them more exciting, versatile and affordable than ever before. Now that you've received your sample pack, consider yourself part of the club!



OUR STORY

Back in 2009, three friends decided to turn their favourite pieces of online writing into a newspaper that could be enjoyed away from the distraction of a screen.

People loved the idea and realised how many different ways you can use a newspaper. But the industry wasn't set up for non-traditional publishers and making a newspaper was expensive and challenging — so Newspaper Club was born!

Our very first newspaper won a Design of the Year award and sits in the permanent collection of the Design Museum in London. We love to think it's going down in history — perhaps your newspaper will, too.

Since then, Newspaper Club has taken off in ways we couldn't have imagined and we are the first choice for creative people printing newspapers all over the world.

Run by a close-knit, experienced team in Glasgow, Scotland, it's still our mission to make newspaper printing easier for everyone.

We've been amazed and delighted by the newspapers that come off our presses. Everything from local newspapers and festival brochures to theatrical props, big brand lookbooks, portfolios and even wedding proposals! Looking to share your story in an innovative, cost-effective way? Newspaper Club is here for you.

FIND US ONLINE: @ f t

MEET THE MASCOT

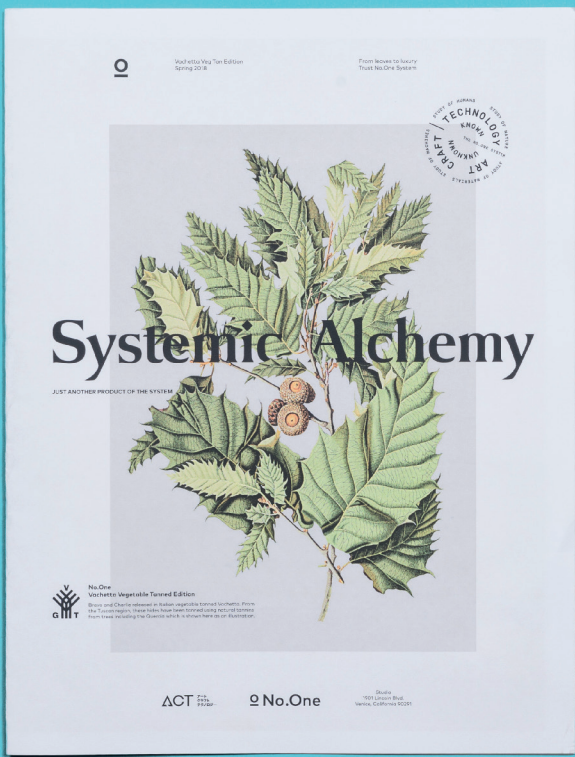
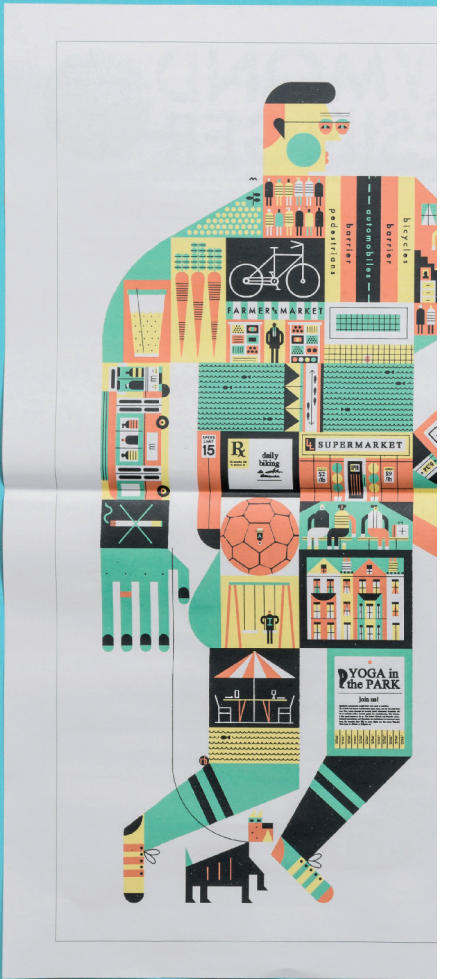
WHAT DO YOU CALL A PAPERBOY?

Meet Russell, our resident paperboy. He loves everything about print, just like us. Keep an eye out for him throughout this sample pack.





Some  
Things  
I Have  
Made



GREAT IDEAS  
ARE WORTH  
HOLDING  
ONTO





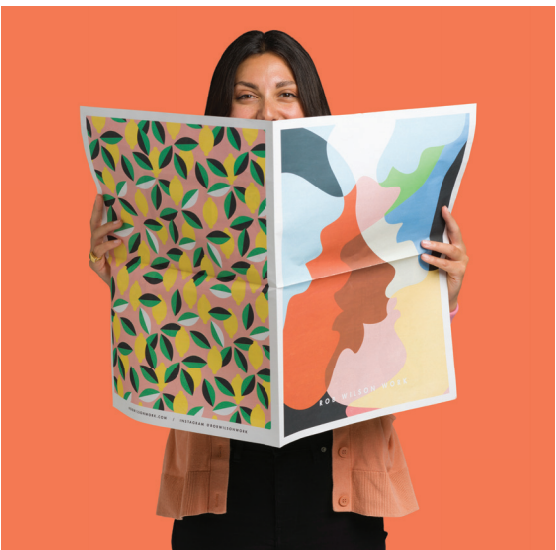
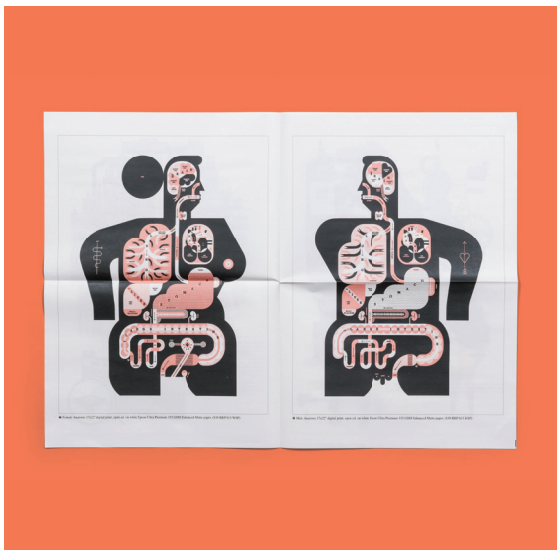
# 3 SIZES

All of our digital newspapers are printed on our very own digital printing press which produces superb quality printing at high speed with minimum waste. Each format has its own set of dos and don'ts when it comes to laying out your designs.

## DIGITAL BROADSHEET

Big newspapers that make a big impression

|                |            |               |                |                      |             |
|----------------|------------|---------------|----------------|----------------------|-------------|
| 1-1,000 copies | 4-40 pages | 350mm x 500mm | Arrives folded | 55gsm Newsprint only | Not stapled |
|----------------|------------|---------------|----------------|----------------------|-------------|



## DIGITAL TABLOID

Our most popular size. Great for all uses.

|                |            |               |              |                        |             |
|----------------|------------|---------------|--------------|------------------------|-------------|
| 1-1,000 copies | 4-64 pages | 289mm x 380mm | Arrives flat | Choice of paper stocks | Not stapled |
|----------------|------------|---------------|--------------|------------------------|-------------|



## DIGITAL MINI

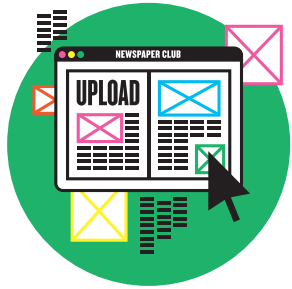
Neatly trimmed and stapled. A compact fit for zines or brochures.

|                |             |               |              |                        |                   |
|----------------|-------------|---------------|--------------|------------------------|-------------------|
| 1-1,000 copies | 16-64 pages | 170mm x 250mm | Arrives flat | Choice of paper stocks | Stapled & trimmed |
|----------------|-------------|---------------|--------------|------------------------|-------------------|



## PICK YOUR FORMAT

Will it be a mini, tabloid or broadsheet? Three sizes, countless ways to use them.



## ORDER ONLINE

Our system checks it's ready to go and we send it off to print.



## YOU'RE IN PRINT!

Now the fun part: reading, displaying and sharing your newspaper.

More in-depth guidelines and handy templates can be found on our website.

Minis are trimmed to size, so you can print full colour artwork right to the edge

10mm margin on broadsheets

Broadsheet newspapers are delivered endor-se-folded (folded in half horizontally)

You CAN print over the central gutter on digital tabloids and broadsheets

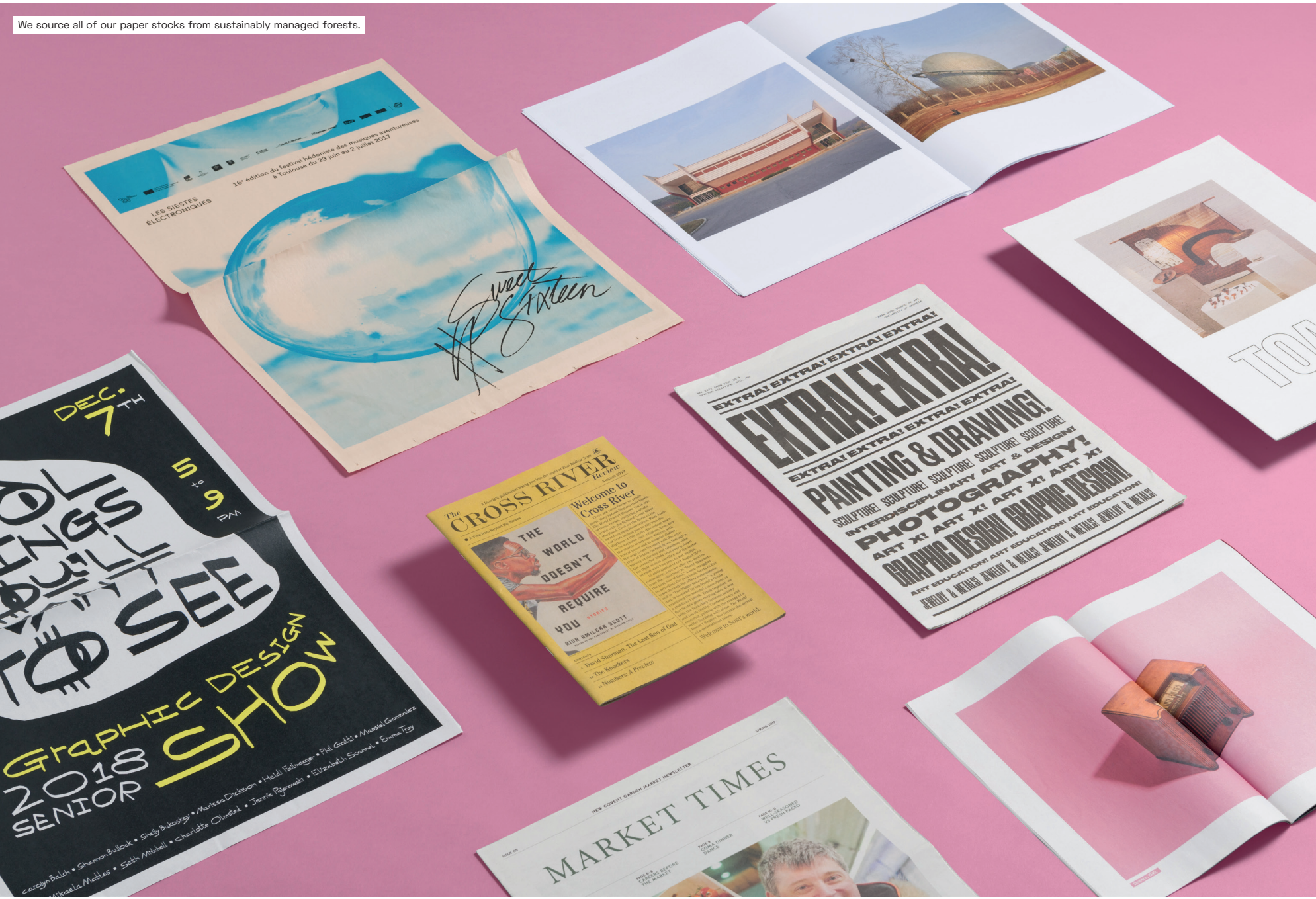
Digital tabloids are sent FLAT – not endor-se-folded like broadsheets

15mm margin on Tabloids

Tabloids and broadsheets are NOT trimmed, so leave a clear margin around the edge of the page



We source all of our paper stocks from sustainably managed forests.



We believe print can and should be a sustainable medium so we conduct our business with that goal in mind.

**SOURCING PAPER**  
Our papers are sourced from sustainably managed forests and producers that have met a strict set of environmental and socially responsible standards. You can read about the specific environmental certificates for each paper on the Environment page on our website.

**RENEWABLE ENERGY**  
Solar panels at our print warehouse generate over 100MWh of electricity per year, enough energy to print all of our newspapers.

**PACKAGING**  
We use minimal plastic in our packaging. For digital orders in the UK, we've removed plastic wrap, strapping and packing tape. We also offer compostable polybags for mailouts.

**SUSTAINABLE PRINTING**  
Our digitally printed newspapers use toner made with 100% certified green energy, contained in recyclable containers. It is free from solvents and volatile organic compounds, odourless and food-approved.

It is also de-inkable, meaning the paper can be completely recycled into fresh newsprint.

Our traditionally printed newspapers use standard coldset web offset inks made by SunChemical. Vegetable-based inks are being developed for newspaper printing but do not currently provide the same quality. We hope to adopt them in the future.

**REDUCING WASTE**  
We recycle all of our waste paper. Around 80% is turned into recycled newsprint and the remaining 20% is shredded and turned into animal bedding (mostly for pigs and horses). The aluminium plates used for traditional printing are recycled by J & G Environmental and become a variety of components including car parts.

# WHY PRINT? WITH US

## ONE | WE'RE EXPERIENCED

We've been printing newspapers for over 10 years and have learnt a lot along the way. Our dedicated print team runs our own presses with an eagle eye on quality and detail, and our customer support staff are all art school graduates, so they know their stuff!

## TWO | WE'RE QUICK

We print your newspapers quickly and can ship them **anywhere** in the world in just a few days. In a hurry? We can help!

## THREE | WE'RE HELPFUL

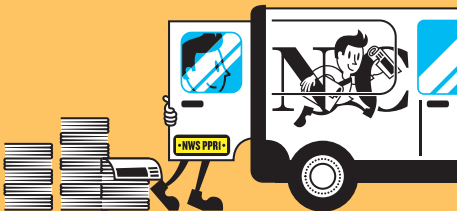
Our goal is to make newspaper printing **easier for everyone**. Our website is full of inspiration and handy guides and our friendly customer support team will answer your questions quickly. Just contact us if you need a hand.

## FOUR | WE'RE FLEXIBLE

We were the first company to offer **one copy** of a newspaper and we're here for **all customers** large or small, regular or one-off. Whatever you need, just ask.

## FIVE | WE'RE ALL ABOUT COMMUNITY

Since we started out, we love to show off the exciting things our customers make (unless it's a secret!) **Follow us** on social media for inspiration and tag us **@newspaperclub** to share your project.



### WE'RE PROUD TO HAVE PRINTED NEWSPAPERS FOR:



...AND MANY MORE BRILLIANT BRANDS!

**"THE NEWSPAPER IS IMMEDIATELY EYE-CATCHING, READABLE AND, MOST IMPORTANTLY, PICK-UP-ABLE. WE DON'T EVEN HAVE TO POINT IT OUT — PEOPLE IMMEDIATELY GRAVITATE TOWARDS IT."**

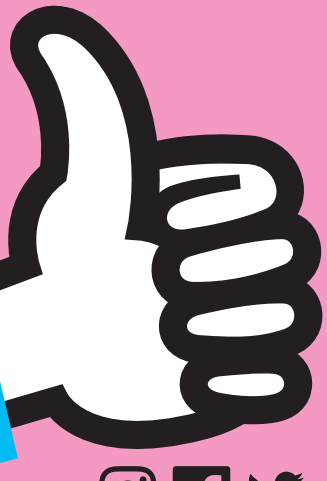
Social Bite

**"NEWSPRINT IS COOL, SIMPLE AND UNDERSTATED. IT MADE THE PUBLICATION FEEL LIKE SOMETHING PEOPLE COULD JUST PICK UP — LOTS OF PEOPLE THOUGHT THEY HAD TO PAY FOR OUR PREVIOUS ISSUES BECAUSE THEY LOOKED SO GLOSSY!"**

Topman

## SHARE YOUR SAMPLES

We love seeing where our print samples end up, so tag us **@newspaperclub** and show us what you're working on!



## KICKSTART YOUR DESIGN PROCESS WITH FREE TEMPLATES

© CANVA • INDESIGN • SCRIBUS

Available for all sizes. They're set up with the correct dimensions and include margins or bleed.

### PLUS:

Themed Canva tabloid layouts ready to be filled with your content!

**FIND ALL THE TEMPLATES AT:**  
[newspaperclub.com/create/artwork-guidelines](http://newspaperclub.com/create/artwork-guidelines)



- Across**
- Two facing pages make a \_\_\_\_\_
  - Keep this clear at the edge of the page
  - Think pink
  - The M in CMYK
  - We \_\_\_\_\_ our minis down to size
  - The Y in CMYK
  - Think BIG
  - Print runs start at \_\_\_\_\_ copy
  - The space between two facing pages
  - The biggest news makes the front page \_\_\_\_\_
- Down**
- What's the name of our paperboy mascot?
  - Our smallest format
  - Keep it high to make your images look sharp in print
  - This is our \_\_\_\_\_ printing sample pack
  - The C in CMYK
  - Our most popular format
  - The K in CMYK
  - Our other printing type for larger print runs
  - The newspaper title is known as the \_\_\_\_\_ on the front page
  - \_\_\_\_\_ marks show us where to trim the page
  - You need to use this to print right to edge
  - \_\_\_\_\_ folding will help your newspaper fit into an envelope
- Need a hand?**  
Don't tell Russell, but you can find most of the answers in the printing terms glossary on our website.
- ANSWERS: p14 of the mini**

