

# InPrint

## TRADITIONAL TABLOID

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



Printed by:  
**NEWSPAPER CLUB**

## 80gsm BRIGHT PAPER

A heavier bright white stock, more luxurious than newsprint that will not discolour with age/light.

Brightness: ISO96 ●●●●●

Thickness: ●●●●○

Certifications: FSC • PEFC

Use for: Mini • Tabloid • Broadsheet



Illustration based on an original photo by: Ian Dooley • unsplash.com

## Treat yourself

A brighter, heavier paper with a more luxurious feel than standard newsprint. Our 80gsm bright paper gives colours extra punch and reveals more definition in finer textures.

Traditional newspaper printing makes it possible to print hundreds or thousands of newspapers at a reasonable price. Combine that with this paper and you have a perfect match for those wanting to really push the colours and textures in their photography and illustration. Inside you'll find a few examples of this paper at its best.

# The future's bright

## No-nonsense newsletters

Traditional tabloid • Newsletter • @c\_spaceglobal • cspace.com



C Space is a global customer agency working with some of the world's best known brands, like Walmart, Samsung, IKEA and more, to build customers into the ways companies work.

They wanted to reshape their marketing to drive more meaningful engagement. The content they produced was primarily shared online but with so much "digital noise" it was hard for them to be heard.

In 2018, C-Space shifted their marketing strategy and started publishing their newspaper, In Print, to cut through this digital noise. According to Amadeus Redha, Global Marketing Manager at C Space: "We employed an 'In Print'-first approach to all content: all interviews and articles would go into 'In Print' first, before any other channel." He says this "reinforces the exclusivity" of the content in their newspaper.

Amadeus says that after a year, 30% of their new revenue was directly attributed to this new strategy. Their clients read the newspaper "cover-to-cover." It helps build trust in the brand and is considered a "high touch investment" in their clients and prospects.

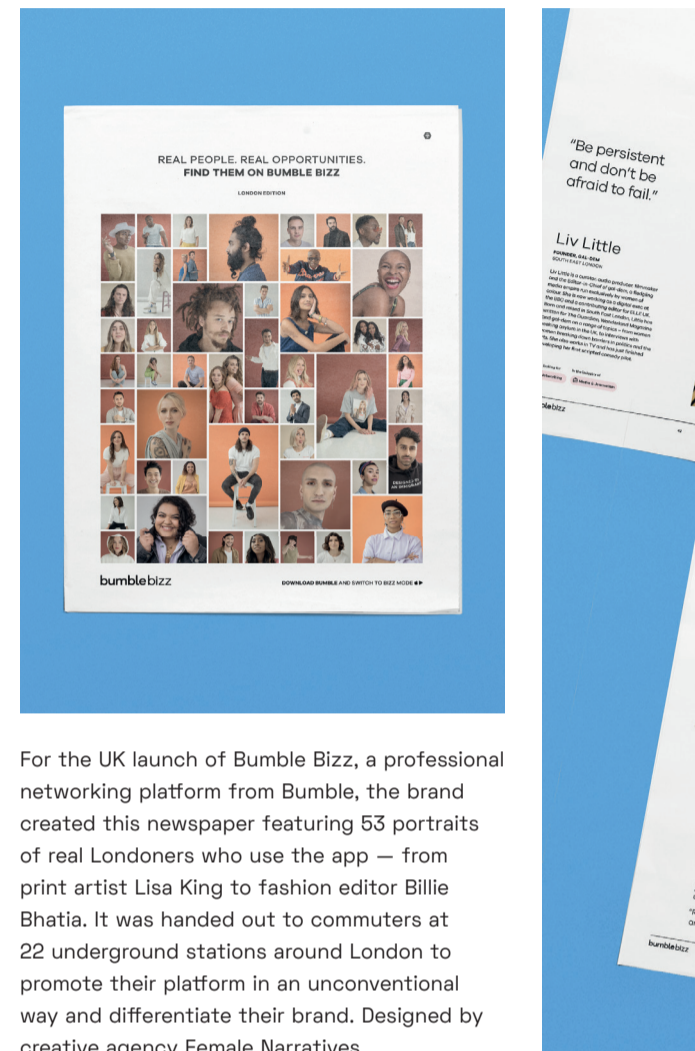
**"In a digital world, print is disruptive. It gave us a platform to produce our best content and showcase our expertise."**

Amadeus Redha • Global Marketing Manager



## Going underground

Traditional tabloid • Promotion • @bumblebizz • bumble.com



For the UK launch of Bumble Bizz, a professional networking platform from Bumble, the brand created this newspaper featuring 53 portraits of real Londoners who use the app — from print artist Lisa King to fashion editor Billie Bhatia. It was handed out to commuters at 22 underground stations around London to promote their platform in an unconventional way and differentiate their brand. Designed by creative agency Female Narratives.

## Remembering what's important

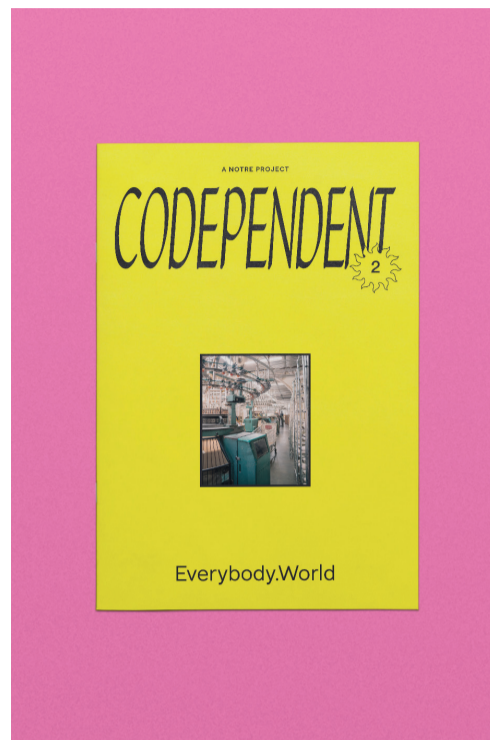
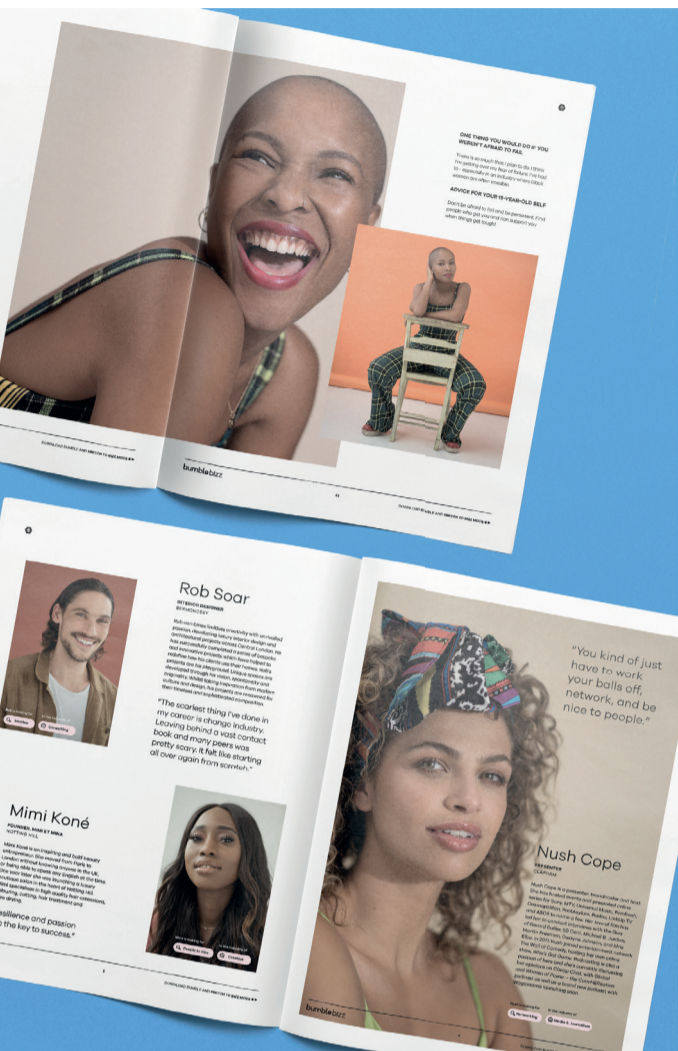
Traditional mini • Programme • @bristolbhm



This mini programme for Bristol Black History Month details events happening around the city to celebrate the contributions and achievements of the African and Caribbean community.

## Celebrating collaboration

Traditional mini • Catalogue • @notre • notre-shop.com



Codependent is an ongoing print project from Chicago-based menswear shop Notre, celebrating unique forms of collaboration. To promote their partnership with sustainable fashion brand EverybodyWorld, they printed this newspaper documenting a visit to EverybodyWorld's factory in Los Angeles and shared an interview with the brand's founders about their environmental ethos.



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## New collections

Traditional broadsheet • Catalogue • @westminsterfashion • westminsterfashion.com



Our 80gsm bright paper was the perfect choice for The University of Westminster's fashion design graduates to present their collections at the university's first Paris showroom. The sharp colours and bold designs from their runway show practically strutted off the pages!



*“The newspaper was a big hit with all the designers and recruiters that attended the event.”*

Andrew Groves • Course Director

# SPOT THE DIFFERENCE



TRADITIONAL 80gsm BRIGHT PAPER

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

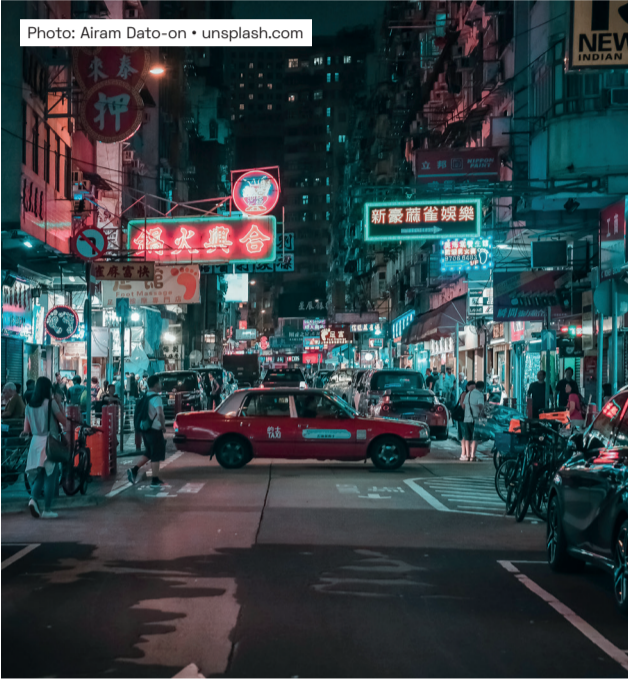
52gsm Recycled Newsprint

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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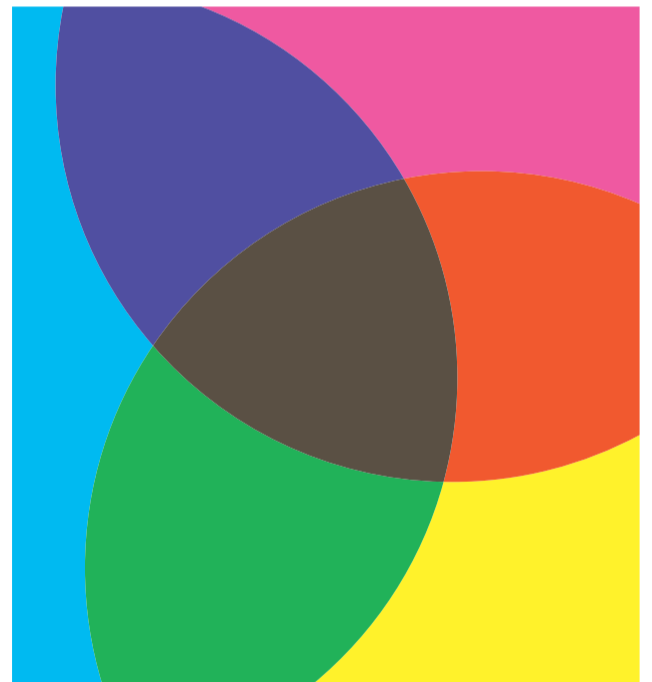
**COLOURED BACKGROUND** 15pt

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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