

# Review

think pink

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*.

## DIGITAL TABLOID

Size: 289mm x 380mm  
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 newspapers like the Financial Times.

Brightness:   
Thickness:   
Certifications: FSC • PEFC  
Use for: Mini • Tabloid

# Stand out in salmon

# Front page foodies

Coquetel Social: @coquetsocial • Liberty London: @libertylondon



↑ Stockholm cocktail bar **Coquetal 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.

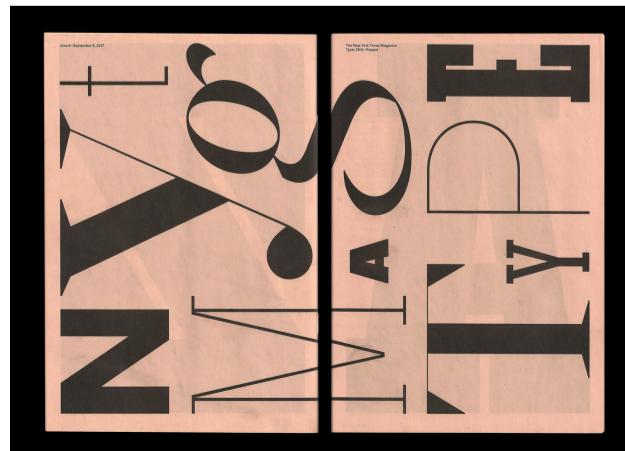


A close-up photograph of a person's hands holding a copy of the British Food Hall magazine. The magazine is open to a page featuring a large, bold headline: "LIBERTY LAUNCHES MINI BRITISH FOOD HALL". Below the headline is a detailed illustration of a Royal Guardsman in a red uniform, holding a tray with a box of "LIBERTY MILK CHOCOLATE". The magazine also contains sections like "EMERGING CREATIVES" and "INSPIRED RECIPES". The background shows a blurred interior space.

↑ 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

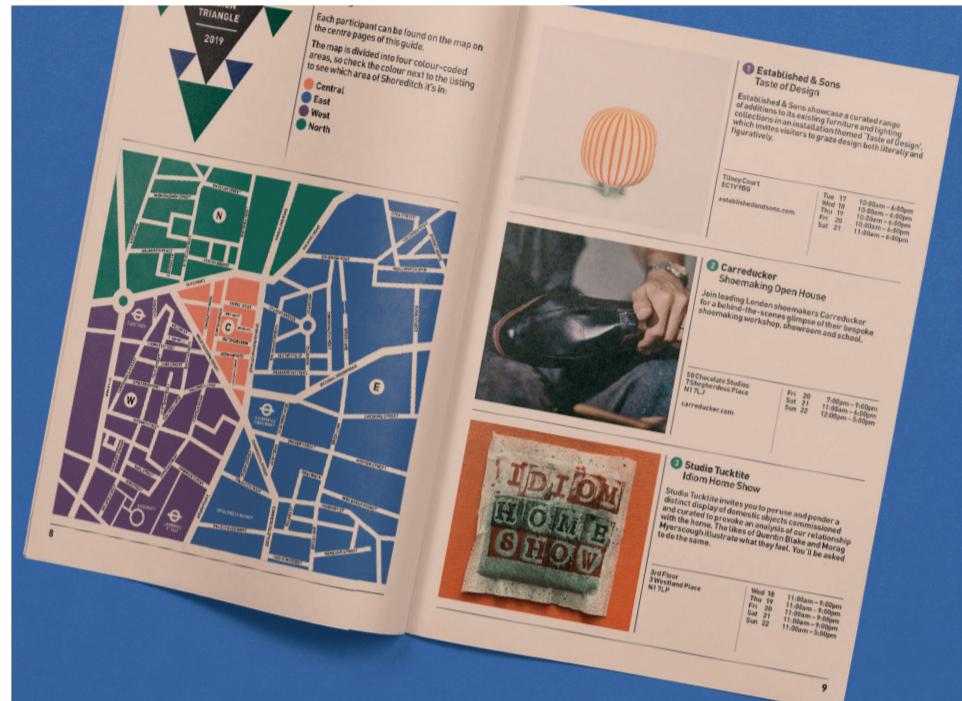
Mark Caneso: @markcaneso • The New York Times Magazine Type Specimen: @nytmag



↑ “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.”

# 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.

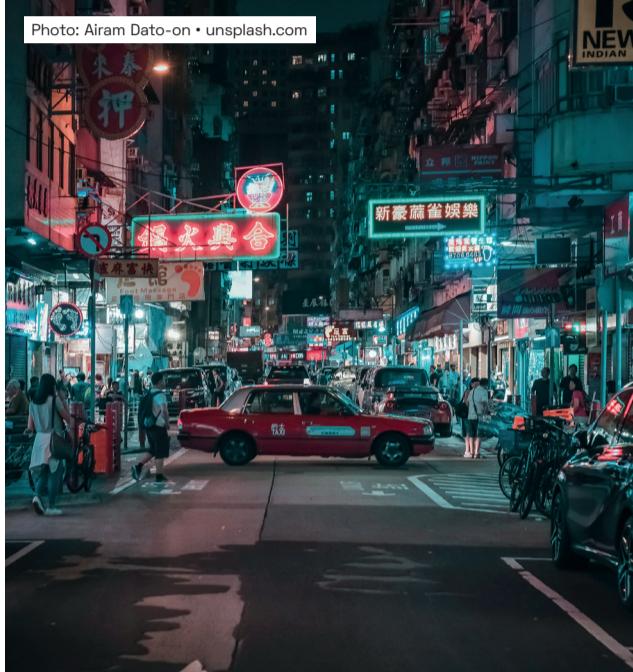


**Natoora** supplies meticulously sourced seasonal produce to some of London's most renowned restaurants. Their annual Impact Report, printed as a traditional mini newspaper, educates readers about the work they're doing to "replace a broken, opaque food system with a transparent and sustainable supply chain." Beautiful imagery from the farms they work with makes Natoora's mission all the more vivid.

# SPOT THE DIFFERENCE

**45gsm SALMON NEWSPRINT**

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



**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

5pt

OTHERWISE IT WON'T BE LEGIBLE IN PRINT.

