

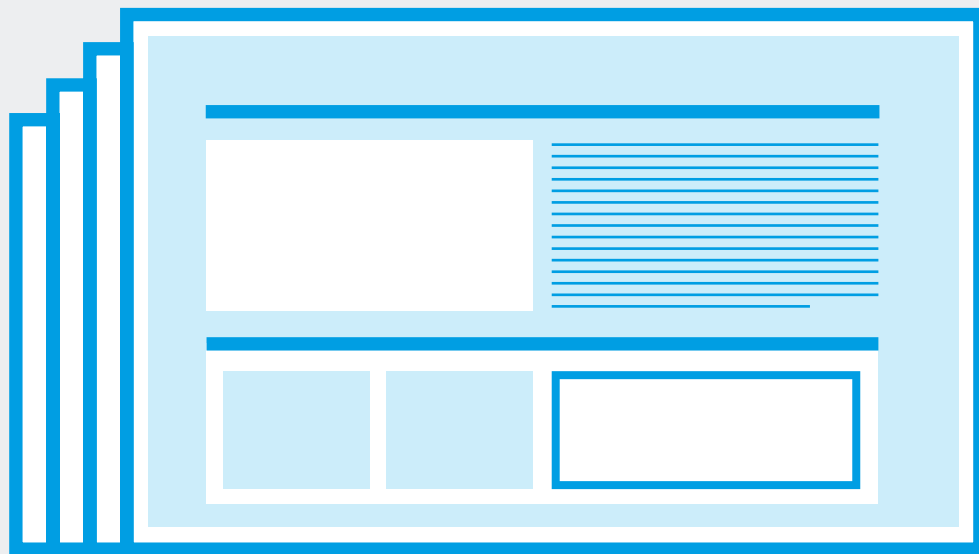


News & Views

B&BPRESS

August 2018

The Value of a **Printed Newsletter**



The death of printed advertising is foolishly exaggerated. It's far from dead and is still an incredibly effective way of carrying out marketing for your business.

This download will show you that printed techniques are still a huge hit with your subscribers and customers.

70%

Did you know? 70% of people admitted that they understood, retained or utilised information much better when they read it on paper as opposed to a screen.

Why Use Printed Newsletters

Although advancements in technology have seen a drop in people using the more traditional methods, their effectiveness is still very apparent. Here's how:

Spam Proof

Email inboxes are great, aren't they? Automatically sorting through your emails and picking out the ones you'll read and dumping the others in a spam folder. Fantastic. However, for email marketing efforts this can be pretty worrying. Whereas, people have to actually sort through their physical mail, which means they'll have no choice than to see your newsletter.

Visibility Factor

With email, you have the subject line to grab attention and that's it. But printed methods have the opportunity to hook you straight away. Make sure your headline and imagery are eye-catching and you'll more than likely find yourself on the read pile.

Easy Readership

When it comes to reading, the majority of people still prefer a tactile format. This isn't really surprising when you take into account that people tend to find the process of focusing while reading digital print more challenging. Being able to physically hold and interact with something first-hand rather than through a digital device makes it easier to read and digest.

Impressionable

A personalised printed newsletter, as opposed to an email, is far more powerful. The receiver will appreciate that you're tailoring it towards them. Rather than just the click of an email, it gives them a sense of belonging and improves the likelihood of them keeping hold of it. So be sure to make it stand out and not blend into the sea of other impersonal e-newsletters that they might receive.

Merge Digital and Traditional Marketing Efforts

Set up some dedicated web pages with easy to remember addresses and be sure to include them in your newsletter. This way, you can track how many people go from seeing your newsletter to visiting your website.



The Main Pros of Printed Newsletters

The main benefits that a printed newsletter can have for your business are:

- ✓ They're attention-grabbing.
- ✓ It's a proven way to nurture customers, members and leads.
- ✓ More credible than emails.
- ✓ Creates a deeper connection to the brand for the reader.
- ✓ More legitimate to an older audience.
- ✓ Encourages further engagement when tied to digital efforts like a dedicated website page.

Print-Ready Checklists and Tips

Newsletter Content Process Checklist

Nothing screams unprofessional like bad grammar and design errors. It doesn't give off a great impression and makes your business look incompetent. We've put together a print-ready checklist for you so that you absolutely ace your printed newsletter and make the best impression on your audience.

Step One - Raw Copy

Due Date:

This is your first step towards producing a well polished printed newsletter. Gather all your information together that you're thinking of putting into your newsletter. Use a word processor like Microsoft Word or Google Docs.

Step Two - First Draft

Due Date:

It's now time to put together all your gathered information and produce a first draft of the newsletter. Again, don't worry as it will be quality controlled and nothing is set in stone at this stage.

Step Three - Proofing

Due Date:

Run your newsletter past trusted proofreaders or through grammar and spelling check apps such as [Grammarly](#). This eliminates potential mishaps that could sneak through into the printed copy.

Step Four - Proofing Again:

Due Date:

Get another pair of eyes on your work. Or even two. When you proof your own work, it's hard to cut unnecessary bits out as you can become protective of it. Have your work reviewed as much as you can and make any internal amends you may need to.

Step Five - Make Changes:

Due Date:

Have you checked you've made all the changes spotted by your proofing team and the grammar tools?

Step Six - Ready for Design?

Yes Due Date:

Have all your different steps of planning, drafting, quality controlling and proofing been completed on time? You're good to go! Your printed newsletter is now ready to be sent to the designers and printers.

Newsletter Design Tips

The design of your newsletter is equally as important as the content. You can have compelling content but if the design isn't engaging, it won't make any sort of impression. Here are our six top tips for finding the perfect design for your newsletter:

□ **Step One - Choose the Right Stock**

In layman's terms, your stock is the type of paper or card that you'll use for your publication. Different papers have different feels, which is just as important as how it looks. If a thicker paper is used, the difference can be felt in the reader's hands and it feels affluent.

[Click here to view the different types of luxury printing paper.](#)

□ **Step Two - Get the Right File Size**

Make sure that the file sizes are correct. This is crucial as the wrong file size can lead to problems with the resolution of your printing. The best program to use for the layout of your newsletter is Adobe InDesign and for images, Adobe Photoshop or Illustrator do the trick. Don't forget that pesky 3mm bleed on all four sides of page.

To prevent a blurry and imprecise print of your newsletter, all images need to be 300dpi and set to CMYK for optimal results. Your printer should help you here. For example, we use MailBigFile and give our customers a link.

Not only can the file size lead to complications, but the file type also too. In order to save time and additional costs, we'd recommend that you send the files over in a PDF.

□ **Step Three - Explore Different Print Sizes and Folding Options**

Communicate with the printing company and they will help you decide on what will work best for your newsletter. They can offer advice on different finishes to make sure your printed marketing materials align with your brand.

□ **Step Four - Number of Copies**

This is really about finding the right balance. You don't want to spend unnecessary money on printing far too many copies or too few. Have a plan of how many you're expecting to send out and place around in different shops.

We'd always recommend that you order a few more copies than you need, just in case anything happens.

Newsletter Design Tips

□ Step Five - “Going to Print” Date

Your designated printing company may need extra notice if there are a lot of copies to be printed. Before you decide on anything with your printing company, make them aware of the final project deadline. Asking them how much notice they’ll need in order for the newsletters to be printed and sent out on time means there won’t be any delays.

□ Step Six - The Final Project Deadline

Everyone should know this and be working together as one to reach this end goal. The first thing to be drawn up after speaking to your content team should be the deadline. Talk to the design team and printing company to gauge how long it’s expected to take and plan accordingly.

Other Considerations

Check Your Mailing List

Does your contact list comply with the recent [GDPR regulations](#)? Be sure to check this before sending anything out in order to avoid complications in the long run.

Are You Ready for Distribution?

Is your dedicated website page ready for people to visit so you can start tracking results? Are you sending social media messages out and a well-timed email or two?

If you’ve taken everything above into consideration, you should be ready for distribution. When looking to send your newsletters out, make sure it’s not on a day when crucial staff are on holiday or out of the office. You need everything in place to make sure that your newsletter is a success.



Common FAQs

We've put together some common FAQs to help you when it comes to looking at getting your newsletter printed.

FAQs

I'm not sure how to get the data out of our CRM system. Can you help?

Unfortunately, we can't help you with that one. We would recommend you contacting your CRM system provider and asking them for any advice on how to do so. Once you've got the data, we'll gladly help make sure your newsletter is perfect.

Can you cleanse my data and then give me back the cleansed data?

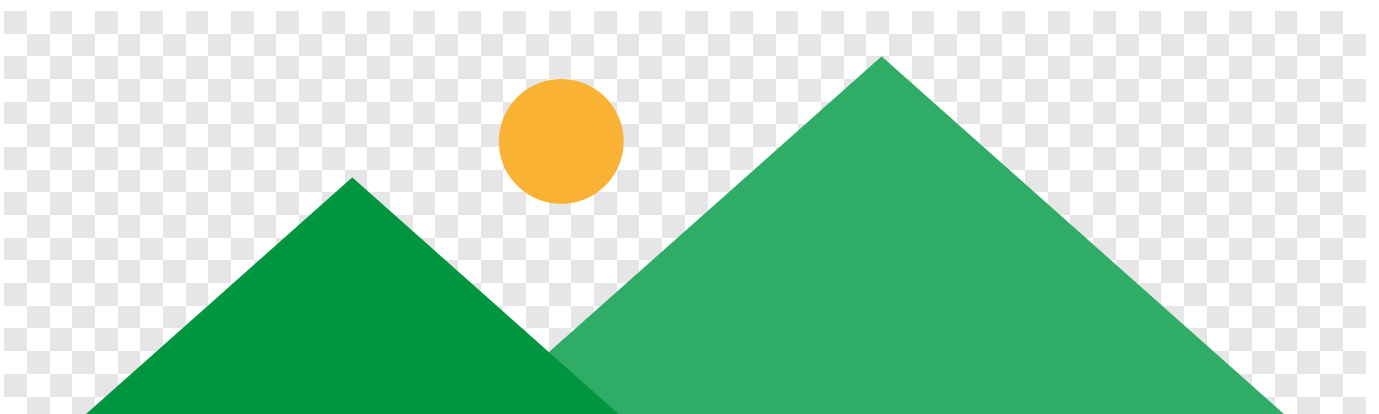
With regards to your mailing lists, we can't, unfortunately, cleanse these for you as we don't have the complete know-how of a business like yourselves. You would have to organise these yourself and then send the mailing list over to us and we'll do the rest.

I've created the newsletter in Microsoft Publisher. Can you use this to print the newsletter? (This came from an HR Manager)

Yes, however, it's not ideal to send files over in Microsoft Publisher. This could lead to complications with your order quality. So, in order to save any disappointment and keep the process as smooth as possible, PDFs are the preferred file type that most printing companies use.

Can you design the newsletter if I give you all the articles and pictures?

Yes, no problem. As printing experts who really know how to create premium designs, you can be confident that you'll receive nothing shy of excellence with your printed newsletter design.



Common FAQs

What file size should the digital design file ideally be when sent across?

15MB maximum via email. Bigger files can be sent over via MailBigFile link.

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Are you green?

At B&B Press, we believe it's our responsibility to do everything we possibly can to minimise our impact on the environment.

Just some of the ways we stay environmentally responsible:

- [ISO Certification](#)
 - [FSC® Certification](#)
 - [The use of carbon-balanced papers and boards](#)
-

Can I look at previous print projects?

[You can see all of our case studies on our website](#), so you get an idea of the work we've carried out in the past. From charity newsletters to innovative bespoke printed brochures, we've created a plethora of different products for a long list of happy clients over the years. We work with all market sectors and industries to create stunning printed marketing materials.

Some of the photos have been taken on mobile phones. Can you improve the quality?

This all depends on the existing quality of the image itself. Generally, we find that professional imagery works best for your newsletters as cameras on mobile phones are of an inferior quality to that of a DSLR camera.

Are there any requirements for different sized document bleeds? If so, what?

After paper has been printed on, the inks may run over the trim marks of the paper. This is known as 'bleed.' We use the same bleed on each document which is 3mm on all four sides of the paper. You can opt to change this but this is the industry recommended bleed size.

What's the best format for a newsletter or print design to be sent to the printer in? (PFD? AI? PSD?)

For the best results, we recommend that you use press ready PDF single pages.

For newsletters, what are the common types of stock to choose from?

Usually clients use silk stock for newsletters as it's light and makes postage cost-effective. However, we have environmentally-friendly options too for the increasingly eco-conscious consumer. Tip from our sales rep: You shouldn't go below 130g because the print becomes transparent and begins to show through to the other side.

Common FAQs

What are the different printing methods available for a printed newsletter?

The main printing methods are offset lithography, digital and LED UV. Offset lithography is great at producing consistently high quality images and can be used for small or high volume print jobs. Digital printing is a modern method that covers a variety of different techniques including inkjet printing and laser. LED UV printing is a method that's becoming increasingly popular among businesses due to its extremely high quality prints and quick turnaround times.

What's the common print sizes associated with newsletters that B&B can offer?

Both A4 and A5 are our most common print sizes for newsletters. We find that these sizes have the easiest readability for your audience. Anything else is either too big to carry around and read or too small to be a functional piece of marketing.

What's the typical turnaround time for you guys to print a newsletter? What's the print duration and then, typically, how long does it take for a full round of distribution?

Typically, from receipt of artwork, five to seven working days to print (usually nearer five) and then another couple for fulfilment and mailing out. Beyond that, it depends on the postal service selected. Typically, most clients opt for 2nd class which is two to three days.

WANT TO SPEAK TO AN EXPERT ABOUT YOUR NEXT NEWSLETTER PROJECT?

Get in touch with one of our friendly print experts who'll happily give you some advice on how to make sure your next newsletter is a success.

[GET IN TOUCH HERE](#)

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Trusted Print Professionals