

# booklets

NEW  
LOWER  
PRICES



250  
FOR  
**£190**

our Booklet prices are now **permanently reduced**



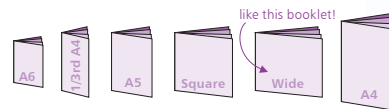
great for hefty price lists, impressive magazines and swanky brochures

**Imagine the lunacy** of going to the Royal Albert Hall and being handed a wad of post-it notes outlining the entertainment for the new season. Or trying to choose a holiday with only an audio cassette to describe the resorts? If you've got a lot to say, you need us, and you need full colour **Booklets**. You know it makes sense.

**Ross**  
Glasgow Store

## beautiful booklets in 7 simple stages

### 1 what size?



**How big** should each page be?

The smallest is A6 at 105x148mm per page, up to 210x297mm for A4 size.

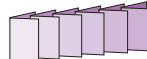
### 2 which orientation?



Some Booklets can be **landscape**

(with a short spine) or **portrait** (long spine) for the same price.

### 3 how many pages?



A **page** is one side of a leaf of paper – this booklet you're holding has 16 pages. Each booklet size is available in a variety of page numbers and we've highlighted the most economical to make.

### 4 which paper?

100gsm 115gsm 150gsm 170gsm

Choose from a wide range of papers from postage-friendly **100gsm** up to impressive **170gsm** for the inside pages of your booklet.

### 5 how about your cover?



Your cover can be made from the same paper as your

inside pages or add an additional **thick laminated cover** – see page 4.

### 6 what quantity?

500 1,000 2,000 5,000 +

The easy bit! See the following pages for our low **fixed prices**.

### 7 how will it look?

It's important you make the most of your investment – get us involved early in the **design** stages and we can probably save you money.



# A6 booklets

great for pocket sized propaganda

FASTER TURNAROUND!

WE PRINTED  
3,000,000  
BOOKLETS  
LAST YEAR

250 FOR  
£190



SIZE/STYLE	ALL PAGES	SPECIFICATION		250	500	1,000	2,000	5,000	10,000	WORKING DAYS		
8 PAGES (105x148mm)		100gsm SILK THROUGHOUT	BK6M08P?	-	£194 <sup>A</sup>	£223 <sup>A</sup>	£277 <sup>A</sup>	£297 <sup>B</sup>	£428 <sup>B</sup>	5		
		100gsm RECYCLED THROUGHOUT	BK6R08P?	-	£194 <sup>A</sup>	£223 <sup>A</sup>	£277 <sup>A</sup>	£297 <sup>B</sup>	£428 <sup>B</sup>			
		115gsm GLOSS THROUGHOUT	BK6W08P?	-	£194 <sup>A</sup>	£223 <sup>A</sup>	£277 <sup>A</sup>	£297 <sup>B</sup>	£428 <sup>C</sup>			
		150gsm GLOSS THROUGHOUT	BK6G08P?	£190 <sup>A</sup>	£224 <sup>A</sup>	£264 <sup>A</sup>	£318 <sup>A</sup>	£396 <sup>B</sup>	£570 <sup>C</sup>			
		170gsm SILK THROUGHOUT	BK6S08P?	£227 <sup>A</sup>	£267 <sup>A</sup>	£316 <sup>A</sup>	£380 <sup>A</sup>	£472 <sup>B</sup>	£679 <sup>C</sup>			
16 PAGES (105x148mm)		100gsm SILK THROUGHOUT	BK6M16P?	-	£269 <sup>A</sup>	£297 <sup>A</sup>	£389 <sup>A</sup>	£411 <sup>C</sup>	£662 <sup>D</sup>	5		
		100gsm RECYCLED THROUGHOUT	BK6R16P?	-	£269 <sup>A</sup>	£297 <sup>A</sup>	£389 <sup>A</sup>	£411 <sup>C</sup>	£662 <sup>D</sup>			
		115gsm GLOSS THROUGHOUT	BK6W16P?	-	£269 <sup>A</sup>	£297 <sup>A</sup>	£389 <sup>A</sup>	£411 <sup>C</sup>	£662 <sup>D</sup>			
		150gsm GLOSS THROUGHOUT	BK6G16P?	£294 <sup>A</sup>	£336 <sup>A</sup>	£386 <sup>A</sup>	£447 <sup>B</sup>	£548 <sup>C</sup>	£883 <sup>E</sup>			
		170gsm SILK THROUGHOUT	BK6S16P?	£353 <sup>A</sup>	£403 <sup>A</sup>	£464 <sup>A</sup>	£538 <sup>B</sup>	£657 <sup>C</sup>	£1060 <sup>E</sup>			
32 PAGES (105x148mm) - same price for 28 pages		100gsm SILK THROUGHOUT	BK6M32P?	-	£436 <sup>A</sup>	£479 <sup>A</sup>	£641 <sup>B</sup>	£718 <sup>D</sup>	£1134 <sup>F</sup>	5		
		100gsm RECYCLED THROUGHOUT	BK6R32P?	-	£436 <sup>A</sup>	£479 <sup>A</sup>	£641 <sup>B</sup>	£718 <sup>D</sup>	£1134 <sup>F</sup>			
		115gsm GLOSS THROUGHOUT	BK6W32P?	-	£436 <sup>A</sup>	£479 <sup>A</sup>	£641 <sup>B</sup>	£718 <sup>D</sup>	£1134 <sup>F</sup>			
		150gsm GLOSS THROUGHOUT	BK6G32P?	£475 <sup>A</sup>	£549 <sup>A</sup>	£636 <sup>B</sup>	£737 <sup>C</sup>	£958 <sup>E</sup>	£1512 <sup>G</sup>			
		170gsm SILK THROUGHOUT	BK6S32P?	£606 <sup>A</sup>	£695 <sup>A</sup>	£766 <sup>B</sup>	£888 <sup>C</sup>	£1127 <sup>E</sup>	£1828 <sup>H</sup>			
64 PAGES (105x148mm)		100gsm SILK THROUGHOUT	BK6M64P?	-	£627 <sup>A</sup>	£664 <sup>B</sup>	£938 <sup>C</sup>	£1183 <sup>F</sup>	£1750 <sup>H</sup>	7		
		100gsm RECYCLED THROUGHOUT	BK6R64P?	-	£627 <sup>A</sup>	£664 <sup>B</sup>	£938 <sup>C</sup>	£1183 <sup>F</sup>	£1750 <sup>H</sup>			
		115gsm GLOSS THROUGHOUT	BK6W64P?	-	£627 <sup>A</sup>	£664 <sup>B</sup>	£938 <sup>C</sup>	£1183 <sup>F</sup>	£1750 <sup>H</sup>			
		150gsm GLOSS THROUGHOUT	BK6G64P?	£753 <sup>A</sup>	£804 <sup>B</sup>	£885 <sup>C</sup>	£1078 <sup>D</sup>	£1577 <sup>G</sup>	£2333 <sup>Z</sup>			
		170gsm SILK THROUGHOUT	BK6S64P?	£907 <sup>A</sup>	£969 <sup>B</sup>	£1066 <sup>C</sup>	£1299 <sup>D</sup>	£1947 <sup>H</sup>	£2880 <sup>Z</sup>			
+4 PAGE THICK COVER (105x148mm)	FOR AN ADDITIONAL COVER, ADD THESE AMOUNTS TO THE ABOVE PRICES											7
		170gsm SILK COVER	BKCS6P?	£134	£159	£187	£220	£244	£360			
		250gsm GLOSS LAMINATED COVER	BKCG6P?	£153	£167	£209	£297	£355	£524			
		250gsm MATT LAMINATED COVER	BKCM6P?	£154	£169	£213	£304	£381	£567			
	250gsm STARMARQUE SPOT UV COVER	BKCS6P?	£189	£210	£269	£393	£636	£988				

Not see the quantity or number of pages you want? More online at [www.printing.com](http://www.printing.com)

Help us plant 100,000 Trees!



THE SPEC 100gsm silk art, 100gsm recycled uncoated, 115gsm gloss art, 150gsm gloss art or 170gsm silk art paper throughout | full colour throughout | folded, collated, stapled and trimmed  
optional additional 4 page cover: 170gsm silk art paper or 250gsm gloss artboard, gloss laminated outside or 250gsm silk artboard, matt laminated outside or 250gsm silk artboard, matt laminated outside, Starmarque spot UV varnish outside | full colour both sides

THAT'S FAST! Approve your artwork by 3pm and pick up just 5 or 7 working days later (see above) – GUARANTEED!

PLEASE NOTE If your booklet and thick cover have different turnarounds listed above, the longer turnaround will apply to the whole booklet.

XPRESS? We can work faster, but it'll cost you! Ask for details.

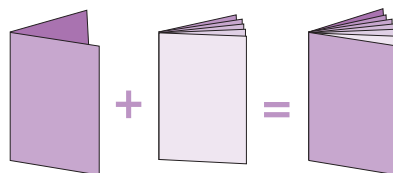
the small print> WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.

# add a thick cover

make your booklets even more impressive

**Our lowest prices for booklets** are where all pages are printed on the same weight of paper. That said, lots of people prefer to give their booklets a bit more impact by adding a thicker cover.

We can create any booklet with a thick cover in as few as 12 pages (8 pages for the inside plus 4 pages for the cover). The cover is in addition to, and doesn't replace any existing pages. Simply look up the quantity you want on our fixed price charts and run your finger down to the bottom to see how much to add for your choice of cover.



## choose your thick cover style

from these 4 great options...

**NEW!**

### 170gsm SILK

Perfect for adding to our thinner booklets – an unlaminated 170gsm silk art paper.

### 250gsm GLOSS LAMINATED

An eye-catching gloss laminated outside on a thick 250gsm gloss artboard.

### 250gsm MATT LAMINATED

Chic and subtle – a thick 250gsm silk artboard which is matt laminated on the outside.

**NEW!**

### 250gsm STARMARQUE SPOT UV

The same as our matt laminated covers, with additional gloss highlights on the outside.

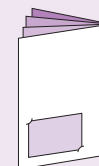


## pimp your cover **NEW!**

Make your 250gsm thick cover work harder with these optional features...

### business cards slots ▼

Slot your business card neatly onto the back cover, so they've got your contact details to hand.



### insert holder slots ▼



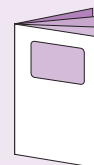
Attach an order form or price list to the inside back cover with these handy slots.

### perforated back cover ▼

Add a perforation to the rear cover so that people can tear it off – great for order forms or reply cards.



### windowed front cover ▼



Add a cut-out window with round or straight corners to the front cover, to reveal part of the inside.

ADD ANY OF THESE  
OPTIONAL FEATURES  
FOR  
**£40**  
EACH AND ADD  
3 WORKING DAYS

**PLEASE NOTE**  
These optional features are only available on 250gsm Thick Covers and not 170gsm silk. Any combination of features may be used for £40 each.

# 1/3rd A4 booklets

FASTER TURNAROUND!

tall, slim and attractive

500 FOR  
£269



SIZE/STYLE	ALL PAGES	SPECIFICATION		250	500	1,000	2,000	5,000	10,000	WORKING DAYS		
12 PAGES (99x210mm)		100gsm SILK THROUGHOUT	BKDM12P?	-	£269 <sup>A</sup>	£297 <sup>A</sup>	£389 <sup>A</sup>	£411 <sup>C</sup>	£662 <sup>D</sup>	5		
		100gsm RECYCLED THROUGHOUT	BKDR12P?	-	£269 <sup>A</sup>	£297 <sup>A</sup>	£389 <sup>A</sup>	£411 <sup>C</sup>	£662 <sup>D</sup>			
		115gsm GLOSS THROUGHOUT	BKDW12P?	-	£269 <sup>A</sup>	£297 <sup>A</sup>	£389 <sup>B</sup>	£411 <sup>C</sup>	£662 <sup>D</sup>			
		150gsm GLOSS THROUGHOUT	BKDG12P?	£294 <sup>A</sup>	£336 <sup>A</sup>	£386 <sup>A</sup>	£447 <sup>B</sup>	£548 <sup>C</sup>	£883 <sup>E</sup>			
		170gsm SILK THROUGHOUT	BKDS12P?	£353 <sup>A</sup>	£403 <sup>A</sup>	£464 <sup>A</sup>	£538 <sup>B</sup>	£657 <sup>C</sup>	£1060 <sup>E</sup>			
24 PAGES (99x210mm) - same price for 20 pages		100gsm SILK THROUGHOUT	BKDM24P?	-	£436 <sup>A</sup>	£479 <sup>A</sup>	£641 <sup>B</sup>	£718 <sup>D</sup>	£1134 <sup>F</sup>	5		
		100gsm RECYCLED THROUGHOUT	BKDR24P?	-	£436 <sup>A</sup>	£479 <sup>A</sup>	£641 <sup>B</sup>	£718 <sup>D</sup>	£1134 <sup>F</sup>			
		115gsm GLOSS THROUGHOUT	BKDW24P?	-	£436 <sup>A</sup>	£479 <sup>B</sup>	£641 <sup>B</sup>	£718 <sup>D</sup>	£1134 <sup>F</sup>			
		150gsm GLOSS THROUGHOUT	BKDG24P?	£475 <sup>A</sup>	£549 <sup>A</sup>	£636 <sup>B</sup>	£737 <sup>C</sup>	£958 <sup>E</sup>	£1512 <sup>G</sup>			
		170gsm SILK THROUGHOUT	BKDS24P?	£606 <sup>A</sup>	£695 <sup>A</sup>	£766 <sup>B</sup>	£888 <sup>C</sup>	£1127 <sup>E</sup>	£1828 <sup>H</sup>			
48 PAGES (99x210mm) - same price for 44 pages		100gsm SILK THROUGHOUT	BKDM48P?	-	£627 <sup>A</sup>	£664 <sup>B</sup>	£938 <sup>C</sup>	£1183 <sup>F</sup>	£1750 <sup>H</sup>	7		
		100gsm RECYCLED THROUGHOUT	BKDR48P?	-	£627 <sup>A</sup>	£664 <sup>B</sup>	£938 <sup>C</sup>	£1183 <sup>F</sup>	£1750 <sup>H</sup>			
		115gsm GLOSS THROUGHOUT	BKDW48P?	-	£627 <sup>B</sup>	£664 <sup>B</sup>	£938 <sup>C</sup>	£1183 <sup>F</sup>	£1750 <sup>Z</sup>			
		150gsm GLOSS THROUGHOUT	BKDG48P?	£753 <sup>A</sup>	£804 <sup>B</sup>	£885 <sup>C</sup>	£1078 <sup>D</sup>	£1577 <sup>G</sup>	£2333 <sup>Z</sup>			
		170gsm SILK THROUGHOUT	BKDS48P?	£907 <sup>A</sup>	£969 <sup>B</sup>	£1066 <sup>C</sup>	£1299 <sup>D</sup>	£1947 <sup>H</sup>	£2880 <sup>Z</sup>			
+4 PAGE THICK COVER (99x210mm)	FOR AN ADDITIONAL COVER, ADD THESE AMOUNTS TO THE ABOVE PRICES											7
		170gsm SILK COVER	BKCDP?	£145	£176	£211	£253	£295	£424			
		250gsm GLOSS LAMINATED COVER	BKCGDP?	£167	£190	£242	£346	£419	£677			
		250gsm MATT LAMINATED COVER	BKCMDP?	£169	£192	£248	£355	£452	£728			
		250gsm STARMARQUE SPOT UV COVER	BKCDQDP?	£210	£241	£316	£462	£770	£1221			

**THE SPEC** 100gsm silk art, 100gsm recycled uncoated, 115gsm gloss art, 150gsm gloss art or 170gsm silk art paper throughout | full colour throughout | folded, collated, stapled and trimmed  
**optional additional 4 page cover:** 170gsm silk art paper or 250gsm gloss artboard, gloss laminated outside or 250gsm silk artboard, matt laminated outside or 250gsm silk artboard, matt laminated outside, Starmarque spot UV varnish outside | full colour both sides

**THAT'S FAST!** Approve your artwork by 3pm and pick up just 5 or 7 working days later (see above) – GUARANTEED!

**PLEASE NOTE** If your booklet and thick cover have different turnarounds listed above, the longer turnaround will apply to the whole booklet.

**XPRESS?** We can work faster, but it'll cost you! Ask for details.



## booklets and VAT

Booklets are usually zero rated for VAT, which means you don't need to add VAT to the prices listed. However the VAT rules are complicated and we may have to add VAT if you're using them as jotters or forms. Ask us for more advice.

# A5 booklets

FASTER TURNAROUND!

our best selling size



"my clients often add a thick cover to their booklets"



SIZE/STYLE	ALL PAGES	SPECIFICATION	250	500	1,000	2,000	5,000	10,000	WORKING DAYS	
<b>8 PAGES</b> (148x210mm or 105x297mm)		100gsm SILK THROUGHOUT	BK5M08?	-	<b>£269<sup>A</sup></b>	£297 <sup>A</sup>	£389 <sup>A</sup>	£411 <sup>C</sup>	£662 <sup>D</sup>	5
		100gsm RECYCLED THROUGHOUT	BK5R08?	-	<b>£269<sup>A</sup></b>	£297 <sup>A</sup>	£389 <sup>A</sup>	£411 <sup>C</sup>	£662 <sup>D</sup>	
		115gsm GLOSS THROUGHOUT	BK5W08?	-	<b>£269<sup>A</sup></b>	£297 <sup>A</sup>	£389 <sup>A</sup>	£411 <sup>C</sup>	£662 <sup>D</sup>	
		150gsm GLOSS THROUGHOUT	BK5G08?	<b>£294<sup>A</sup></b>	£336 <sup>A</sup>	£386 <sup>A</sup>	£447 <sup>B</sup>	£548 <sup>C</sup>	£883 <sup>E</sup>	
		170gsm SILK THROUGHOUT	BK5S08?	<b>£353<sup>A</sup></b>	£403 <sup>A</sup>	£464 <sup>A</sup>	£538 <sup>B</sup>	£657 <sup>C</sup>	£1060 <sup>E</sup>	
<b>12 PAGES</b> (148x210mm or 105x297mm)		100gsm SILK THROUGHOUT	BK5M12?	-	<b>£328<sup>A</sup></b>	£373 <sup>A</sup>	£504 <sup>B</sup>	£528 <sup>C</sup>	£854 <sup>E</sup>	5
		100gsm RECYCLED THROUGHOUT	BK5R12?	-	<b>£328<sup>A</sup></b>	£373 <sup>A</sup>	£504 <sup>B</sup>	£528 <sup>C</sup>	£854 <sup>E</sup>	
		115gsm GLOSS THROUGHOUT	BK5W12?	-	<b>£328<sup>A</sup></b>	£373 <sup>A</sup>	£504 <sup>B</sup>	£528 <sup>C</sup>	£854 <sup>E</sup>	
		150gsm GLOSS THROUGHOUT	BK5G12?	<b>£378<sup>A</sup></b>	£433 <sup>A</sup>	£499 <sup>A</sup>	£579 <sup>B</sup>	£704 <sup>D</sup>	£1138 <sup>F</sup>	
		170gsm SILK THROUGHOUT	BK5S12?	<b>£455<sup>A</sup></b>	£522 <sup>A</sup>	£602 <sup>B</sup>	£699 <sup>C</sup>	£848 <sup>D</sup>	£1372 <sup>G</sup>	
<b>16 PAGES</b> (148x210mm or 105x297mm)		100gsm SILK THROUGHOUT	BK5M16?	-	<b>£436<sup>A</sup></b>	£479 <sup>A</sup>	£641 <sup>B</sup>	£718 <sup>D</sup>	£1134 <sup>F</sup>	5
		100gsm RECYCLED THROUGHOUT	BK5R16?	-	<b>£436<sup>A</sup></b>	£479 <sup>A</sup>	£641 <sup>B</sup>	£718 <sup>D</sup>	£1134 <sup>F</sup>	
		115gsm GLOSS THROUGHOUT	BK5W16?	-	<b>£436<sup>A</sup></b>	£479 <sup>B</sup>	£641 <sup>B</sup>	£718 <sup>D</sup>	£1134 <sup>F</sup>	
		150gsm GLOSS THROUGHOUT	BK5G16?	<b>£475<sup>A</sup></b>	£549 <sup>A</sup>	£636 <sup>B</sup>	£737 <sup>C</sup>	£958 <sup>E</sup>	£1512 <sup>G</sup>	
		170gsm SILK THROUGHOUT	BK5S16?	<b>£606<sup>A</sup></b>	£695 <sup>A</sup>	£766 <sup>B</sup>	£888 <sup>C</sup>	£1127 <sup>E</sup>	£1828 <sup>H</sup>	
<b>24 PAGES</b> (148x210mm or 105x297mm) - same price for 20 pages		100gsm SILK THROUGHOUT	BK5M24?	-	<b>£469<sup>A</sup></b>	£513 <sup>B</sup>	£706 <sup>C</sup>	£789 <sup>E</sup>	£1178 <sup>G</sup>	7
		100gsm RECYCLED THROUGHOUT	BK5R24?	-	<b>£469<sup>A</sup></b>	£513 <sup>B</sup>	£706 <sup>C</sup>	£789 <sup>E</sup>	£1178 <sup>G</sup>	
		115gsm GLOSS THROUGHOUT	BK5W24?	-	<b>£469<sup>A</sup></b>	£513 <sup>B</sup>	£706 <sup>C</sup>	£789 <sup>E</sup>	£1178 <sup>H</sup>	
		150gsm GLOSS THROUGHOUT	BK5G24?	<b>£538<sup>A</sup></b>	£616 <sup>A</sup>	£707 <sup>B</sup>	£811 <sup>C</sup>	£1052 <sup>F</sup>	£1571 <sup>Z</sup>	
		170gsm SILK THROUGHOUT	BK5S24?	<b>£644<sup>A</sup></b>	£740 <sup>B</sup>	£851 <sup>C</sup>	£977 <sup>D</sup>	£1197 <sup>G</sup>	£1945 <sup>Z</sup>	
<b>+4 PAGE THICK COVER</b> (148x210mm or 105x297mm)	FOR AN ADDITIONAL COVER, ADD THESE AMOUNTS TO THE ABOVE PRICES									7
		170gsm SILK COVER	BKCS5?	<b>£161</b>	£196	£237	£288	£343	£487	
		250gsm GLOSS LAMINATED COVER	BKCG5?	<b>£181</b>	£212	£275	£394	£483	£830	
		250gsm MATT LAMINATED COVER	BKCM5?	<b>£184</b>	£215	£282	£405	£522	£888	
	250gsm STARMARQUE SPOT UV COVER	BKCS5?	<b>£230</b>	£272	£363	£530	£904	£1453		



Ross Glasgow Store

**THE SPEC** 100gsm silk art, 100gsm recycled uncoated, 115gsm gloss art, 150gsm gloss art or 170gsm silk art paper throughout | full colour throughout | folded, collated, stapled and trimmed  
**optional additional 4 page cover:** 170gsm silk art paper or 250gsm gloss artboard, gloss laminated outside or 250gsm silk artboard, matt laminated outside or 250gsm silk artboard, matt laminated outside, Starmarque spot UV varnish outside | full colour both sides


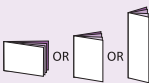
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visit [www.printing.com](http://www.printing.com) for more prices and other page quantities



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<b>32 PAGES</b> (148x210mm or 105x297mm) – same price for 28 pages 		100gsm SILK THROUGHOUT <small>BK5M32?</small>	-	<b>£627<sup>A</sup></b>	£664 <sup>B</sup>	£938 <sup>C</sup>	£1183 <sup>F</sup>	£1750 <sup>H</sup>	<b>5</b>
		100gsm RECYCLED THROUGHOUT <small>BK5R32?</small>	-	<b>£627<sup>A</sup></b>	£664 <sup>B</sup>	£938 <sup>C</sup>	£1183 <sup>F</sup>	£1750 <sup>H</sup>	
		115gsm GLOSS THROUGHOUT <small>BK5W32?</small>	-	<b>£627<sup>B</sup></b>	£664 <sup>B</sup>	£938 <sup>C</sup>	£1183 <sup>F</sup>	£1750 <sup>Z</sup>	
		150gsm GLOSS THROUGHOUT <small>BK5G32?</small>	<b>£753<sup>A</sup></b>	£804 <sup>B</sup>	£885 <sup>C</sup>	£1078 <sup>D</sup>	£1577 <sup>G</sup>	£2333 <sup>Z</sup>	
		170gsm SILK THROUGHOUT <small>BK5S32?</small>	<b>£907<sup>A</sup></b>	£969 <sup>B</sup>	£1066 <sup>C</sup>	£1299 <sup>D</sup>	£1947 <sup>H</sup>	£2880 <sup>Z</sup>	
<b>40 PAGES</b> (148x210mm or 105x297mm) – same price for 36 pages 		100gsm SILK THROUGHOUT <small>BK5M40?</small>	-	<b>£773<sup>B</sup></b>	£850 <sup>C</sup>	£1232 <sup>D</sup>	£1552 <sup>G</sup>	£2300 <sup>Z</sup>	<b>5</b>
		100gsm RECYCLED THROUGHOUT <small>BK5R40?</small>	-	<b>£773<sup>B</sup></b>	£850 <sup>C</sup>	£1232 <sup>D</sup>	£1552 <sup>G</sup>	£2300 <sup>Z</sup>	
		115gsm GLOSS THROUGHOUT <small>BK5W40?</small>	-	<b>£773<sup>B</sup></b>	£850 <sup>C</sup>	£1232 <sup>D</sup>	£1552 <sup>G</sup>	£2300 <sup>Z</sup>	
		150gsm GLOSS THROUGHOUT <small>BK5G40?</small>	<b>£955<sup>A</sup></b>	£1026 <sup>B</sup>	£1159 <sup>C</sup>	£1416 <sup>E</sup>	£2109 <sup>H</sup>	£3067 <sup>Z</sup>	
		170gsm SILK THROUGHOUT <small>BK5S40?</small>	<b>£1154<sup>A</sup></b>	£1240 <sup>B</sup>	£1402 <sup>C</sup>	£1716 <sup>E</sup>	£2552 <sup>Z</sup>	£3770 <sup>Z</sup>	
<b>48 PAGES</b> (148x210mm or 105x297mm) – same price for 44 pages 		100gsm SILK THROUGHOUT <small>BK5M48?</small>	-	<b>£835<sup>B</sup></b>	£919 <sup>C</sup>	£1335 <sup>D</sup>	£1679 <sup>G</sup>	£2494 <sup>Z</sup>	<b>5</b>
		100gsm RECYCLED THROUGHOUT <small>BK5R48?</small>	-	<b>£835<sup>B</sup></b>	£919 <sup>C</sup>	£1335 <sup>D</sup>	£1679 <sup>G</sup>	£2494 <sup>Z</sup>	
		115gsm GLOSS THROUGHOUT <small>BK5W48?</small>	-	<b>£835<sup>B</sup></b>	£919 <sup>C</sup>	£1335 <sup>E</sup>	£1679 <sup>H</sup>	£2494 <sup>Z</sup>	
		150gsm GLOSS THROUGHOUT <small>BK5G48?</small>	<b>£1033<sup>B</sup></b>	£1111 <sup>B</sup>	£1256 <sup>C</sup>	£1534 <sup>E</sup>	£2284 <sup>Z</sup>	£3325 <sup>Z</sup>	
		170gsm SILK THROUGHOUT <small>BK5S48?</small>	<b>£1249<sup>B</sup></b>	£1343 <sup>C</sup>	£1519 <sup>D</sup>	£1861 <sup>F</sup>	£2765 <sup>Z</sup>	£4085 <sup>Z</sup>	
<b>64 PAGES</b> (148x210mm or 105x297mm) – same price for 60 pages 		100gsm SILK THROUGHOUT <small>BK5M64?</small>	-	<b>£1116<sup>B</sup></b>	£1228 <sup>C</sup>	£1777 <sup>E</sup>	£2247 <sup>H</sup>	£3364 <sup>Z</sup>	<b>7</b>
		100gsm RECYCLED THROUGHOUT <small>BK5R64?</small>	-	<b>£1116<sup>B</sup></b>	£1228 <sup>C</sup>	£1777 <sup>E</sup>	£2247 <sup>H</sup>	£3364 <sup>Z</sup>	
		115gsm GLOSS THROUGHOUT <small>BK5W64?</small>	-	<b>£1116<sup>B</sup></b>	£1228 <sup>C</sup>	£1777 <sup>E</sup>	£2247 <sup>Z</sup>	£3364 <sup>Z</sup>	
		150gsm GLOSS THROUGHOUT <small>BK5G64?</small>	<b>£1386<sup>B</sup></b>	£1491 <sup>C</sup>	£1688 <sup>D</sup>	£2068 <sup>G</sup>	£3070 <sup>Z</sup>	£4486 <sup>Z</sup>	
		170gsm SILK THROUGHOUT <small>BK5S64?</small>	<b>£1680<sup>B</sup></b>	£1807 <sup>C</sup>	£2047 <sup>D</sup>	£2511 <sup>G</sup>	£3724 <sup>Z</sup>	£5502 <sup>Z</sup>	
<b>+4 PAGE THICK COVER</b> (148x210mm or 105x297mm)	<b>FOR AN ADDITIONAL COVER, ADD THESE AMOUNTS TO THE ABOVE PRICES</b>								
		<b>170gsm SILK COVER</b> <small>BKCS5?</small>	<b>£161</b>	£196	£237	£288	£343	£487	<b>7</b>
		<b>250gsm GLOSS LAMINATED COVER</b> <small>BKOG5?</small>	<b>£181</b>	£212	£275	£394	£483	£830	
		<b>250gsm MATT LAMINATED COVER</b> <small>BKCM5?</small>	<b>£184</b>	£215	£282	£405	£522	£888	
	<b>250gsm STARMARQUE SPOT UV COVER</b> <small>BKQO5?</small>	<b>£230</b>	£272	£363	£530	£904	£1453		

**THE SPEC** 100gsm silk art, 100gsm recycled uncoated, 115gsm gloss art, 150gsm gloss art or 170gsm silk art paper throughout | full colour throughout | folded, collated, stapled and trimmed  
**optional additional 4 page cover:** 170gsm silk art paper or 250gsm gloss artboard, gloss laminated outside or 250gsm silk artboard, matt laminated outside or 250gsm silk artboard, matt laminated outside | full colour both sides

**THAT'S FAST!** Approve your artwork by 3pm and pick up just **5** or **7** working days later (see above) – GUARANTEED!

**PLEASE NOTE** If your booklet and thick cover have different turnarounds listed above, the longer turnaround will apply to the whole booklet.

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**the small print**> WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.



"read this before you start!"



Howard  
Durham Store

# brochure masterclass

printing.com ■ Marketing Surgery

**A great brochure can do wonders for your organisation.** Before you start, think about the answers to these questions and it won't be long before your competitors are sobbing into their tissues.

## What's the brochure's purpose?

Will you be mailing the brochure by itself or as part of a bigger pack? Is it for an exhibition? How will you distribute it?

## Who's your audience?

Existing or prospective customers? All of them, or just a section? Who will be reading it – executives, creatives, techies, kids?

## Who should be involved?

It's best to get decision makers involved at the early stages. Have a brainstorming session to thrash out your ideas.

## How much can you spend?

It's best to know your budget from the outset. That way, we can find the best solution without breaking the bank.

## Who's going to write it?

You got good English grades and want to write the copy yourself? Many people do. Pick up a book on copywriting and get some tips. But edit yourself aggressively. If you can use half the words, do. We can help with a bit of polish if you want us to.

## Who's going to design it?

You may cook a wicked lasagne, but could you cater for five hundred? If you've tinkered with a design package, you may consider designing your brochure yourself. Do so at your peril. You may end up with a lame brochure that does more harm than you think. Leave it to the pros. We'd love to help – get us involved early in the project.

## What photography will you use?

Photos sorted already, or will you need some taking? Or will low-cost stock photos do the job? How many will you need?

## How much detail do you need?

It's tempting to include every little nugget of information. Great brochures are often uncluttered, with lots of white space. Keep it clean and relevant to your audience.

## What are your competitors doing?

Gather together competitors' brochures. This will help you decide what to cover. You need to look at least as good, if not better.

## Who's going to proof it?

Not anyone who's been involved! People tend to read what they *think* they've written. Use a fresh pair of eyes and meticulously check every detail. It's worth the effort.



Beautiful photos make a big difference.

# square booklets

FASTER TURNAROUND!

it's hip to be square... look a bit more unusual

500 FOR  
£328



Ian Clapp,  
Rookery Manor,  
near Bristol

We've received amazing all round service from printing.com, with valuable advice on our branding which has helped uplift our profile.



7

SIZE/STYLE	ALL PAGES	SPECIFICATION	250	500	1,000	2,000	5,000	10,000	WORKING DAYS
8 PAGES (210x210mm)		100gsm SILK THROUGHOUT <small>BKSM08?</small>	-	£328 <sup>A</sup>	£373 <sup>A</sup>	£504 <sup>B</sup>	£528 <sup>C</sup>	£854 <sup>E</sup>	5
		100gsm RECYCLED THROUGHOUT <small>BKSR08?</small>	-	£328 <sup>A</sup>	£373 <sup>A</sup>	£504 <sup>B</sup>	£528 <sup>C</sup>	£854 <sup>E</sup>	
		115gsm GLOSS THROUGHOUT <small>BKSW08?</small>	-	£328 <sup>A</sup>	£373 <sup>A</sup>	£504 <sup>B</sup>	£528 <sup>C</sup>	£854 <sup>E</sup>	
		150gsm GLOSS THROUGHOUT <small>BKSG08?</small>	£378 <sup>A</sup>	£433 <sup>A</sup>	£499 <sup>A</sup>	£579 <sup>B</sup>	£704 <sup>D</sup>	£1138 <sup>F</sup>	
		170gsm SILK THROUGHOUT <small>BKSS08?</small>	£455 <sup>A</sup>	£522 <sup>A</sup>	£602 <sup>B</sup>	£699 <sup>B</sup>	£848 <sup>D</sup>	£1372 <sup>F</sup>	
16 PAGES (210x210mm) - same price for 12 pages		100gsm SILK THROUGHOUT <small>BKSM16?</small>	-	£469 <sup>A</sup>	£513 <sup>B</sup>	£706 <sup>C</sup>	£789 <sup>E</sup>	£1178 <sup>G</sup>	5
		100gsm RECYCLED THROUGHOUT <small>BKSR16?</small>	-	£469 <sup>A</sup>	£513 <sup>B</sup>	£706 <sup>C</sup>	£789 <sup>E</sup>	£1178 <sup>G</sup>	
		115gsm GLOSS THROUGHOUT <small>BKSW16?</small>	-	£469 <sup>A</sup>	£513 <sup>B</sup>	£706 <sup>C</sup>	£789 <sup>E</sup>	£1178 <sup>H</sup>	
		150gsm GLOSS THROUGHOUT <small>BKSG16?</small>	£538 <sup>A</sup>	£616 <sup>A</sup>	£707 <sup>B</sup>	£811 <sup>C</sup>	£1052 <sup>F</sup>	£1571 <sup>Z</sup>	
		170gsm SILK THROUGHOUT <small>BKSS16?</small>	£644 <sup>A</sup>	£740 <sup>B</sup>	£851 <sup>B</sup>	£977 <sup>D</sup>	£1197 <sup>F</sup>	£1945 <sup>Z</sup>	
24 PAGES (210x210mm) - same price for 20 pages		100gsm SILK THROUGHOUT <small>BKSM24?</small>	-	£627 <sup>A</sup>	£664 <sup>B</sup>	£938 <sup>C</sup>	£1183 <sup>F</sup>	£1750 <sup>H</sup>	7
		100gsm RECYCLED THROUGHOUT <small>BKSR24?</small>	-	£627 <sup>A</sup>	£664 <sup>B</sup>	£938 <sup>C</sup>	£1183 <sup>F</sup>	£1750 <sup>H</sup>	
		115gsm GLOSS THROUGHOUT <small>BKSW24?</small>	-	£627 <sup>B</sup>	£664 <sup>B</sup>	£938 <sup>D</sup>	£1183 <sup>F</sup>	£1750 <sup>Z</sup>	
		150gsm GLOSS THROUGHOUT <small>BKSG24?</small>	£753 <sup>A</sup>	£804 <sup>B</sup>	£885 <sup>C</sup>	£1078 <sup>D</sup>	£1577 <sup>G</sup>	£2333 <sup>Z</sup>	
		170gsm SILK THROUGHOUT <small>BKSS24?</small>	£907 <sup>A</sup>	£969 <sup>B</sup>	£1066 <sup>C</sup>	£1299 <sup>E</sup>	£1947 <sup>H</sup>	£2880 <sup>Z</sup>	
48 PAGES (210x210mm) - same price for 44 pages		100gsm SILK THROUGHOUT <small>BKSM48?</small>	-	£1116 <sup>B</sup>	£1228 <sup>C</sup>	£1777 <sup>E</sup>	£2247 <sup>H</sup>	£3364 <sup>Z</sup>	7
		100gsm RECYCLED THROUGHOUT <small>BKSR48?</small>	-	£1116 <sup>B</sup>	£1228 <sup>C</sup>	£1777 <sup>E</sup>	£2247 <sup>H</sup>	£3364 <sup>Z</sup>	
		115gsm GLOSS THROUGHOUT <small>BKSW48?</small>	-	£1116 <sup>B</sup>	£1228 <sup>D</sup>	£1777 <sup>F</sup>	£2247 <sup>Z</sup>	£3364 <sup>Z</sup>	
		150gsm GLOSS THROUGHOUT <small>BKSG48?</small>	£1386 <sup>B</sup>	£1491 <sup>C</sup>	£1688 <sup>D</sup>	£2068 <sup>G</sup>	£3070 <sup>Z</sup>	£4486 <sup>Z</sup>	
		170gsm SILK THROUGHOUT <small>BKSS48?</small>	£1680 <sup>B</sup>	£1807 <sup>C</sup>	£2047 <sup>E</sup>	£2511 <sup>G</sup>	£3724 <sup>Z</sup>	£5502 <sup>Z</sup>	
+4 PAGE THICK COVER (210x210mm)	FOR AN ADDITIONAL COVER, ADD THESE AMOUNTS TO THE ABOVE PRICES								
		170gsm SILK COVER <small>BKCSS?</small>	£206	£244	£287	£340	£404	£624	
		250gsm GLOSS LAMINATED COVER <small>BKCGS?</small>	£228	£269	£347	£456	£594	£911	
		250gsm MATT LAMINATED COVER <small>BKCMS?</small>	£232	£274	£356	£474	£639	£983	
	250gsm STARMARQUE SPOT UV COVER <small>BKCSQ?</small>	£295	£352	£464	£658	£1076	£1680		

**THE SPEC** 100gsm silk art, 100gsm recycled uncoated, 115gsm gloss art, 150gsm gloss art or 170gsm silk art paper throughout | full colour throughout | folded, collated, stapled and trimmed  
**optional additional 4 page cover:** 170gsm silk art paper or 250gsm gloss artboard, gloss laminated outside or 250gsm silk artboard, matt laminated outside or 250gsm silk artboard, matt laminated outside, Starmarque spot UV varnish outside | full colour both sides

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# A4 booklets

**FASTER TURNAROUND!**

our biggest, beefiest, most beautiful booklets

SIZE/STYLE	ALL PAGES	SPECIFICATION		250	500	1,000	2,000	5,000	10,000	WORKING DAYS
8 PAGES (210x297mm)		100gsm SILK THROUGHOUT	BK4M08?	-	<b>£436</b> <sup>A</sup>	£479 <sup>A</sup>	£641 <sup>B</sup>	£718 <sup>D</sup>	£1134 <sup>F</sup>	<b>5</b>
		100gsm RECYCLED THROUGHOUT	BK4R08?	-	<b>£436</b> <sup>A</sup>	£479 <sup>A</sup>	£641 <sup>B</sup>	£718 <sup>D</sup>	£1134 <sup>F</sup>	
		115gsm GLOSS THROUGHOUT	BK4W08?	-	<b>£436</b> <sup>A</sup>	£479 <sup>A</sup>	£641 <sup>B</sup>	£718 <sup>D</sup>	£1134 <sup>F</sup>	
		150gsm GLOSS THROUGHOUT	BK4G08?	<b>£475</b> <sup>A</sup>	£549 <sup>A</sup>	£636 <sup>B</sup>	£737 <sup>C</sup>	£958 <sup>E</sup>	£1512 <sup>G</sup>	
		170gsm SILK THROUGHOUT	BK4S08?	<b>£606</b> <sup>A</sup>	£695 <sup>A</sup>	£766 <sup>B</sup>	£888 <sup>C</sup>	£1127 <sup>E</sup>	£1828 <sup>H</sup>	
12 PAGES (210x297mm)		100gsm SILK THROUGHOUT	BK4M12?	-	<b>£469</b> <sup>A</sup>	£513 <sup>B</sup>	£706 <sup>C</sup>	£789 <sup>E</sup>	£1178 <sup>G</sup>	<b>5</b>
		100gsm RECYCLED THROUGHOUT	BK4R12?	-	<b>£469</b> <sup>A</sup>	£513 <sup>B</sup>	£706 <sup>C</sup>	£789 <sup>E</sup>	£1178 <sup>G</sup>	
		115gsm GLOSS THROUGHOUT	BK4W12?	-	<b>£469</b> <sup>A</sup>	£513 <sup>B</sup>	£706 <sup>C</sup>	£789 <sup>E</sup>	£1178 <sup>H</sup>	
		150gsm GLOSS THROUGHOUT	BK4G12?	<b>£538</b> <sup>A</sup>	£616 <sup>A</sup>	£707 <sup>B</sup>	£811 <sup>C</sup>	£1052 <sup>F</sup>	£1571 <sup>Z</sup>	
		170gsm SILK THROUGHOUT	BK4S12?	<b>£644</b> <sup>A</sup>	£740 <sup>B</sup>	£851 <sup>C</sup>	£977 <sup>D</sup>	£1197 <sup>G</sup>	£1945 <sup>Z</sup>	
16 PAGES (210x297mm)		100gsm SILK THROUGHOUT	BK4M16?	-	<b>£627</b> <sup>A</sup>	£664 <sup>B</sup>	£938 <sup>C</sup>	£1183 <sup>F</sup>	£1750 <sup>H</sup>	<b>5</b>
		100gsm RECYCLED THROUGHOUT	BK4R16?	-	<b>£627</b> <sup>A</sup>	£664 <sup>B</sup>	£938 <sup>C</sup>	£1183 <sup>F</sup>	£1750 <sup>H</sup>	
		115gsm GLOSS THROUGHOUT	BK4W16?	-	<b>£627</b> <sup>A</sup>	£664 <sup>B</sup>	£938 <sup>C</sup>	£1183 <sup>F</sup>	£1750 <sup>Z</sup>	
		150gsm GLOSS THROUGHOUT	BK4G16?	<b>£753</b> <sup>A</sup>	£804 <sup>B</sup>	£885 <sup>C</sup>	£1078 <sup>D</sup>	£1577 <sup>G</sup>	£2333 <sup>Z</sup>	
		170gsm SILK THROUGHOUT	BK4S16?	<b>£907</b> <sup>A</sup>	£969 <sup>B</sup>	£1066 <sup>C</sup>	£1299 <sup>D</sup>	£1947 <sup>H</sup>	£2880 <sup>Z</sup>	
20 PAGES (210x297mm)		100gsm SILK THROUGHOUT	BK4M20?	-	<b>£773</b> <sup>B</sup>	£850 <sup>B</sup>	£1232 <sup>D</sup>	£1552 <sup>G</sup>	£2300 <sup>Z</sup>	<b>7</b>
		100gsm RECYCLED THROUGHOUT	BK4R20?	-	<b>£773</b> <sup>B</sup>	£850 <sup>B</sup>	£1232 <sup>D</sup>	£1552 <sup>G</sup>	£2300 <sup>Z</sup>	
		115gsm GLOSS THROUGHOUT	BK4W20?	-	<b>£773</b> <sup>B</sup>	£850 <sup>C</sup>	£1232 <sup>D</sup>	£1552 <sup>G</sup>	£2300 <sup>Z</sup>	
		150gsm GLOSS THROUGHOUT	BK4G20?	<b>£955</b> <sup>A</sup>	£1026 <sup>B</sup>	£1159 <sup>C</sup>	£1416 <sup>E</sup>	£2109 <sup>H</sup>	£3067 <sup>Z</sup>	
		170gsm SILK THROUGHOUT	BK4S20?	<b>£1154</b> <sup>A</sup>	£1240 <sup>B</sup>	£1402 <sup>C</sup>	£1716 <sup>E</sup>	£2552 <sup>Z</sup>	£3770 <sup>Z</sup>	
<b>+4 PAGE THICK COVER</b> (210x297mm)		<b>170gsm SILK COVER</b>	BKCS4?	<b>£251</b>	£291	£337	£391	£464	£760	<b>7</b>
		<b>250gsm GLOSS LAMINATED COVER</b>	BKCG4?	<b>£274</b>	£325	£418	£518	£704	£991	
		<b>250gsm MATT LAMINATED COVER</b>	BKCM4?	<b>£280</b>	£333	£430	£542	£755	£1077	
		<b>250gsm STARMARQUE SPOT UV COVER</b>	BKCO4?	<b>£359</b>	£432	£565	£785	£1247	£1906	



**5**

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**optional additional 4 page cover:** 170gsm silk art paper or 250gsm gloss artboard, gloss laminated outside or 250gsm silk artboard, matt laminated outside or 250gsm silk artboard, matt laminated outside, Starmarque spot UV varnish outside | full colour both sides

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**3,000,000**  
BOOKLETS  
LAST YEAR

SIZE/STYLE	ALL PAGES	SPECIFICATION	250	500	1,000	2,000	5,000	10,000	WORKING DAYS
24 PAGES (210x297mm)		100gsm SILK THROUGHOUT <small>BK4M24?</small>	-	<b>£835<sup>B</sup></b>	£919 <sup>C</sup>	£1335 <sup>D</sup>	£1679 <sup>G</sup>	£2494 <sup>Z</sup>	7
		100gsm RECYCLED THROUGHOUT <small>BK4R24?</small>	-	<b>£835<sup>B</sup></b>	£919 <sup>C</sup>	£1335 <sup>D</sup>	£1679 <sup>G</sup>	£2494 <sup>Z</sup>	
		115gsm GLOSS THROUGHOUT <small>BK4W24?</small>	-	<b>£835<sup>B</sup></b>	£919 <sup>C</sup>	£1335 <sup>E</sup>	£1679 <sup>H</sup>	£2494 <sup>Z</sup>	
		150gsm GLOSS THROUGHOUT <small>BK4G24?</small>	<b>£1033<sup>A</sup></b>	£1111 <sup>B</sup>	£1256 <sup>C</sup>	£1534 <sup>E</sup>	£2284 <sup>H</sup>	£3325 <sup>Z</sup>	
		170gsm SILK THROUGHOUT <small>BK4S24?</small>	<b>£1249<sup>B</sup></b>	£1343 <sup>C</sup>	£1519 <sup>D</sup>	£1861 <sup>F</sup>	£2765 <sup>Z</sup>	£4085 <sup>Z</sup>	
	28 PAGES (210x297mm)		100gsm SILK THROUGHOUT <small>BK4M28?</small>	-	<b>£1022<sup>B</sup></b>	£1125 <sup>C</sup>	£1626 <sup>E</sup>	£2058 <sup>H</sup>	
		100gsm RECYCLED THROUGHOUT <small>BK4R28?</small>	-	<b>£1022<sup>B</sup></b>	£1125 <sup>C</sup>	£1626 <sup>E</sup>	£2058 <sup>H</sup>	£3074 <sup>Z</sup>	
		115gsm GLOSS THROUGHOUT <small>BK4W28?</small>	-	<b>£1022<sup>B</sup></b>	£1125 <sup>C</sup>	£1626 <sup>E</sup>	£2058 <sup>Z</sup>	£3074 <sup>Z</sup>	
		150gsm GLOSS THROUGHOUT <small>BK4G28?</small>	<b>£1268<sup>B</sup></b>	£1364 <sup>C</sup>	£1544 <sup>D</sup>	£1890 <sup>F</sup>	£2808 <sup>Z</sup>	£4099 <sup>Z</sup>	
		170gsm SILK THROUGHOUT <small>BK4S28?</small>	<b>£1536<sup>B</sup></b>	£1653 <sup>C</sup>	£1871 <sup>D</sup>	£2294 <sup>F</sup>	£3405 <sup>Z</sup>	£5029 <sup>Z</sup>	
32 PAGES (210x297mm)			100gsm SILK THROUGHOUT <small>BK4M32?</small>	-	<b>£1116<sup>B</sup></b>	£1228 <sup>C</sup>	£1777 <sup>E</sup>	£2247 <sup>Z</sup>	£3364 <sup>Z</sup>
		100gsm RECYCLED THROUGHOUT <small>BK4R32?</small>	-	<b>£1116<sup>B</sup></b>	£1228 <sup>C</sup>	£1777 <sup>E</sup>	£2247 <sup>Z</sup>	£3364 <sup>Z</sup>	
		115gsm GLOSS THROUGHOUT <small>BK4W32?</small>	-	<b>£1116<sup>B</sup></b>	£1228 <sup>C</sup>	£1777 <sup>F</sup>	£2247 <sup>Z</sup>	£3364 <sup>Z</sup>	
		150gsm GLOSS THROUGHOUT <small>BK4G32?</small>	<b>£1386<sup>B</sup></b>	£1491 <sup>C</sup>	£1688 <sup>D</sup>	£2068 <sup>F</sup>	£3070 <sup>Z</sup>	£4486 <sup>Z</sup>	
		170gsm SILK THROUGHOUT <small>BK4S32?</small>	<b>£1680<sup>B</sup></b>	£1807 <sup>C</sup>	£2047 <sup>D</sup>	£2511 <sup>G</sup>	£3724 <sup>Z</sup>	£5502 <sup>Z</sup>	
	40 PAGES (210x297mm) - same price for 36 pages		100gsm SILK THROUGHOUT <small>BK4M40?</small>	-	<b>£1365<sup>C</sup></b>	£1503 <sup>D</sup>	£2178 <sup>F</sup>	£2752 <sup>Z</sup>	£4138 <sup>Z</sup>
		100gsm RECYCLED THROUGHOUT <small>BK4R40?</small>	-	<b>£1365<sup>C</sup></b>	£1503 <sup>D</sup>	£2178 <sup>F</sup>	£2752 <sup>Z</sup>	£4138 <sup>Z</sup>	
		115gsm GLOSS THROUGHOUT <small>BK4W40?</small>	-	<b>£1365<sup>C</sup></b>	£1503 <sup>D</sup>	£2178 <sup>F</sup>	£2752 <sup>Z</sup>	£4138 <sup>Z</sup>	
		150gsm GLOSS THROUGHOUT <small>BK4G40?</small>	<b>£1699<sup>B</sup></b>	£1830 <sup>C</sup>	£2073 <sup>E</sup>	£2542 <sup>G</sup>	£3769 <sup>Z</sup>	£5518 <sup>Z</sup>	
		170gsm SILK THROUGHOUT <small>BK4S40?</small>	<b>£2063<sup>B</sup></b>	£2220 <sup>C</sup>	£2516 <sup>E</sup>	£3090 <sup>H</sup>	£4577 <sup>Z</sup>	£6761 <sup>Z</sup>	
+4 PAGE THICK COVER (210x297mm)		FOR AN <b>ADDITIONAL COVER</b> , ADD THESE AMOUNTS TO THE ABOVE PRICES			7				
		170gsm SILK COVER <small>BKCS4?</small>	<b>£251</b>	£291	£337	£391	£464	£760	
		250gsm GLOSS LAMINATED COVER <small>BKCG4?</small>	<b>£274</b>	£325	£418	£518	£704	£991	
		250gsm MATT LAMINATED COVER <small>BKCM4?</small>	<b>£280</b>	£333	£430	£542	£755	£1077	
	250gsm STARMARQUE SPOT UV COVER <small>BKCO4?</small>	<b>£359</b>	£432	£565	£785	£1247	£1906		

**THE SPEC** 100gsm silk art, 100gsm recycled uncoated, 115gsm gloss art, 150gsm gloss art or 170gsm silk art paper throughout | full colour throughout | folded, collated, stapled and trimmed  
**optional additional 4 page cover:** 170gsm silk art paper or 250gsm gloss artboard, gloss laminated outside or 250gsm silk artboard, matt laminated outside  
 or 250gsm silk artboard, matt laminated outside, Starmarque spot UV varnish outside | full colour both sides

**THAT'S FAST!** Approve your artwork by 3pm and pick up just **7** or **10** working days later (see above) – GUARANTEED!


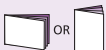
**PLEASE NOTE** If your booklet and thick cover have different turnarounds listed above, the longer turnaround will apply to the whole booklet.

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**the small print** > WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.

# A4 booklets continued **FASTER TURNAROUND!**

other quantities at [www.printing.com](http://www.printing.com)

SIZE/STYLE	ALL PAGES	SPECIFICATION		250	500	1,000	2,000	5,000	10,000	WORKING DAYS		
<b>48 PAGES</b> (210x297mm) – same price for 44 pages  OR 		100gsm SILK THROUGHOUT	BK4M48?	-	<b>£1615</b> <sup>C</sup>	£1778 <sup>D</sup>	£2580 <sup>G</sup>	£3258 <sup>Z</sup>	£4912 <sup>Z</sup>	10		
		100gsm RECYCLED THROUGHOUT	BK4R48?	-	<b>£1615</b> <sup>C</sup>	£1778 <sup>D</sup>	£2580 <sup>G</sup>	£3258 <sup>Z</sup>	£4912 <sup>Z</sup>			
		115gsm GLOSS THROUGHOUT	BK4W48?	-	<b>£1615</b> <sup>C</sup>	£1778 <sup>E</sup>	£2580 <sup>G</sup>	£3258 <sup>Z</sup>	£4912 <sup>Z</sup>			
		150gsm GLOSS THROUGHOUT	BK4G48?	<b>£2013</b> <sup>B</sup>	£2168 <sup>C</sup>	£2458 <sup>E</sup>	£3016 <sup>H</sup>	£4468 <sup>Z</sup>	£6550 <sup>Z</sup>			
		170gsm SILK THROUGHOUT	BK4S48?	<b>£2446</b> <sup>C</sup>	£2633 <sup>D</sup>	£2986 <sup>F</sup>	£3668 <sup>Z</sup>	£5430 <sup>Z</sup>	£8020 <sup>Z</sup>			
		100gsm SILK THROUGHOUT	BK4M56?	-	<b>£1927</b> <sup>C</sup>	£2121 <sup>E</sup>	£3082 <sup>G</sup>	£3889 <sup>Z</sup>	£5880 <sup>Z</sup>			
<b>56 PAGES</b> (210x297mm) – same price for 52 pages  OR 		100gsm RECYCLED THROUGHOUT	BK4R56?	-	<b>£1927</b> <sup>C</sup>	£2121 <sup>E</sup>	£3082 <sup>H</sup>	£3889 <sup>Z</sup>	£5880 <sup>Z</sup>	10		
		115gsm GLOSS THROUGHOUT	BK4W56?	-	<b>£1927</b> <sup>C</sup>	£2121 <sup>E</sup>	£3082 <sup>H</sup>	£3889 <sup>Z</sup>	£5880 <sup>Z</sup>			
		150gsm GLOSS THROUGHOUT	BK4G56?	<b>£2405</b> <sup>C</sup>	£2591 <sup>D</sup>	£2939 <sup>F</sup>	£3608 <sup>Z</sup>	£5341 <sup>Z</sup>	£7840 <sup>Z</sup>			
		170gsm SILK THROUGHOUT	BK4S56?	<b>£2924</b> <sup>C</sup>	£3149 <sup>D</sup>	£3572 <sup>G</sup>	£4391 <sup>Z</sup>	£6496 <sup>Z</sup>	£9594 <sup>Z</sup>			
		100gsm SILK THROUGHOUT	BK4M64?	-	<b>£2083</b> <sup>C</sup>	£2293 <sup>E</sup>	£3333 <sup>H</sup>	£4205 <sup>Z</sup>	£6364 <sup>Z</sup>			
		100gsm RECYCLED THROUGHOUT	BK4R64?	-	<b>£2083</b> <sup>C</sup>	£2293 <sup>E</sup>	£3333 <sup>H</sup>	£4205 <sup>Z</sup>	£6364 <sup>Z</sup>			
<b>64 PAGES</b> (210x297mm) – same price for 60 pages  OR 		115gsm GLOSS THROUGHOUT	BK4W64?	-	<b>£2083</b> <sup>C</sup>	£2293 <sup>F</sup>	£3333 <sup>H</sup>	£4205 <sup>Z</sup>	£6364 <sup>Z</sup>	10		
		150gsm GLOSS THROUGHOUT	BK4G64?	<b>£2601</b> <sup>C</sup>	£2803 <sup>D</sup>	£3180 <sup>F</sup>	£3904 <sup>Z</sup>	£5778 <sup>Z</sup>	£8485 <sup>Z</sup>			
		170gsm SILK THROUGHOUT	BK4S64?	<b>£3163</b> <sup>C</sup>	£3407 <sup>E</sup>	£3865 <sup>G</sup>	£4753 <sup>Z</sup>	£7029 <sup>Z</sup>	£10381 <sup>Z</sup>			
	<b>FOR AN ADDITIONAL COVER, ADD THESE AMOUNTS TO THE ABOVE PRICES</b>											
	<b>+4 PAGE THICK COVER</b> (210x297mm)		170gsm SILK COVER	BKCS5?	<b>£251</b>	£291	£337	£391	£464		£760	7
			250gsm GLOSS LAMINATED COVER	BKOG5?	<b>£274</b>	£325	£418	£518	£704		£991	
		250gsm MATT LAMINATED COVER	BKCM5?	<b>£280</b>	£333	£430	£542	£755	£1077			
		250gsm STARMARQUE SPOT UV COVER	BKQS5?	<b>£359</b>	£432	£565	£785	£1247	£1906			



Howard  
Durham Store

**THE SPEC** 100gsm silk art, 100gsm recycled uncoated, 115gsm gloss art, 150gsm gloss art or 170gsm silk art paper throughout | full colour throughout | folded, collated, stapled and trimmed  
**optional additional 4 page cover:** 170gsm silk art paper or 250gsm gloss artboard, gloss laminated outside or 250gsm silk artboard, matt laminated outside  
 or 250gsm silk artboard, matt laminated outside, Starmarque spot UV varnish outside | full colour both sides

**THAT'S FAST!** Approve your artwork by 3pm and pick up just **7** or **10** working days later (see above) – GUARANTEED!

**PLEASE NOTE** If your booklet and thick cover have different turnarounds listed above, the longer turnaround will apply to the whole booklet.

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# perforated voucher booklets NEW!



laminated thick cover with tear-off vouchers inside

These **Perforated Voucher Booklets** are the best invention since booklets, perforations and vouchers. They're bursting with easy tear off pages ideal for vouchers, forms and receipts to name a few. Choose from a shiny gloss or snazzy matt laminated cover.

500 FOR  
**£539**



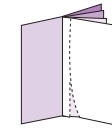
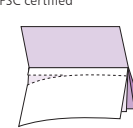
## 1/3rd A4 nice 'n' thin

SIZE/STYLE	ALL PAGES	SPECIFICATION	500	1,000	2,000	5,000
4 + 12 PAGES (99x210mm)		<b>250gsm GLOSS LAMINATED COVER</b>	VOU3M12? + BKCGDP <b>£539<sup>A</sup></b>	£619 <sup>A</sup>	£815 <sup>B</sup>	£910 <sup>C</sup>
		<b>250gsm MATT LAMINATED COVER</b>	VOU3M12? + BKCDMP <b>£541<sup>A</sup></b>	£625 <sup>A</sup>	£824 <sup>B</sup>	£943 <sup>C</sup>
4 + 24 PAGES (99x210mm)		<b>250gsm GLOSS LAMINATED COVER</b>	VOU5M24? + BKCGDP <b>£706<sup>A</sup></b>	£801 <sup>A</sup>	£1067 <sup>C</sup>	£1217 <sup>E</sup>
		<b>250gsm MATT LAMINATED COVER</b>	VOU5M24 + BKCDMP <b>£708<sup>A</sup></b>	£807 <sup>A</sup>	£1076 <sup>C</sup>	£1250 <sup>E</sup>

**THE SPEC** 12 or 24 pages inside | 100gsm silk art paper throughout – FSC certified | full colour throughout folded, collated, stapled and trimmed | one perforation on each inside page  
**plus additional 4 page cover: 250gsm gloss artboard, gloss laminated outside** or **250gsm silk artboard, matt laminated outside** – FSC certified

**THAT'S FAST!** Approve your artwork by 3pm and pick up just **10** working days later (see above) – GUARANTEED!

**XPRESS?** We can work faster, but it'll cost you! Add 100% more and pick up just **5** working days later – GUARANTEED!



each page is perforated near the spine to create tear-out vouchers – without destroying the booklet

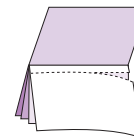
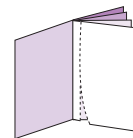
## A5 lots more selling space

SIZE/STYLE	ALL PAGES	SPECIFICATION	500	1,000	2,000	5,000
4 + 8 PAGES (148x210mm)		<b>250gsm GLOSS LAMINATED COVER</b>	VOU5M08? + BKCG5P <b>£561<sup>A</sup></b>	£652 <sup>B</sup>	£863 <sup>B</sup>	£974 <sup>D</sup>
		<b>250gsm MATT LAMINATED COVER</b>	VOU5M08? + BKCM5P <b>£564<sup>A</sup></b>	£659 <sup>B</sup>	£874 <sup>B</sup>	£1013 <sup>D</sup>
4 + 16 PAGES (148x210mm)		<b>250gsm GLOSS LAMINATED COVER</b>	VOU5M16? + BKCG5P <b>£728<sup>A</sup></b>	£834 <sup>B</sup>	£1115 <sup>C</sup>	£1281 <sup>E</sup>
		<b>250gsm MATT LAMINATED COVER</b>	VOU5M16? + BKCM5P <b>£731<sup>A</sup></b>	£841 <sup>B</sup>	£1126 <sup>C</sup>	£1320 <sup>E</sup>
4 + 32 PAGES (148x210mm)		<b>250gsm GLOSS LAMINATED COVER</b>	VOU5M32? + BKCG5P <b>£919<sup>B</sup></b>	£1019 <sup>C</sup>	£1412 <sup>D</sup>	£1746 <sup>G</sup>
		<b>250gsm MATT LAMINATED COVER</b>	VOU5M32? + BKCM5P <b>£922<sup>B</sup></b>	£1026 <sup>C</sup>	£1423 <sup>D</sup>	£1785 <sup>G</sup>

**THE SPEC** 8, 16 or 32 pages inside | 100gsm silk art paper throughout – FSC certified | full colour throughout folded, collated, stapled and trimmed | one perforation on each inside page  
**plus additional 4 page cover: 250gsm gloss artboard, gloss laminated outside** or **250gsm silk artboard, matt laminated outside** – FSC certified

**THAT'S FAST!** Approve your artwork by 3pm and pick up just **10** working days later (see above) – GUARANTEED!

**XPRESS?** We can work faster, but it'll cost you! Add 100% more and pick up just **5** working days later – GUARANTEED!



**the small print** > WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.

# get what you want only pay for what you need

We don't build every eventuality into our low printing prices – we think it's best you choose what you need...



**VALUE  
ARTWORK  
PACKAGE**

## artwork

The latest software has really clever wizards which let you knock up a design in no time. But design isn't about knowing which buttons to press. It's about creating the mood, delivering the message and making the sale. Forgive us for sounding rude, but, if you want to look professional, leave it to the professionals. Good design sells. Fact. Bad design – or even just average design – may do more damage to your business than you might care to think. Trust us. We'd recommend you invest at least a third of your budget in sorting out some decent artwork. After all, it's not about how many items you distribute, it's about how many responses you get.

Our design fees are probably a lot lower than you think. Look for the Artwork Package logo next to each item and refer to our separate 'Artwork Package Guide' for details of our low prices. These are the minimum we'd expect to charge.



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ARTWORK  
PACKAGE**



**STATIONERY  
ARTWORK  
PACKAGE**



**PROMOTIONAL  
ARTWORK  
PACKAGE**



**BROCHURE  
ARTWORK  
PACKAGE**



**BOOKLET  
ARTWORK  
PACKAGE**

## disk hand-holding

If you want to design your job yourself, download a copy of our 'File Supply Guide' from [www.printing.com](http://www.printing.com) (or we can post you a copy). Setting up a file for print is a complicated thing though. We want to make sure you don't screw up and end up having to bin your print. Our low-cost Hand-holding Service is your guarantee that your file will print right, first time. And once you've correctly supplied a few files the printing.com way, we may even let you become a 'File Risker' – see the 'File Supply Guide' for the full story.

## VAT

Most of our customers are VAT registered, so it makes sense to show our prices excluding VAT. You'll need to add it. If you're a registered charity and have a Charity Advertising Certificate, you may also qualify for zero-rating on certain items. See [www.hmrc.gov.uk](http://www.hmrc.gov.uk) for full details.

## carriage

Your order will arrive in store, together with many other orders. This consolidation keeps our costs down and means you can pick up in-store free of charge. If you'd like your job delivering straight to you – no problem – see the costs on page 15.

## proofing

If we're creating artwork for you, it's essential that you thoroughly check your design before we print it. We include your first colour laser proof in many of our artwork packages (if you want more, there's a small charge). These are great for checking layout, but you shouldn't rely on the colours. If you think you need a more accurate colour proof, we'd recommend ordering a set of business cards. At just £49+VAT, these are the most cost-effective way of "previewing" your final job.



## credit card surcharge

Pay by cheque, pay by maestro, pay by Delta or pay by cash and the price you see is the price you pay. Flop out a credit card, and we'll pass on the 2% surcharge to you. We think it's fair that we don't charge everyone higher prices – only those that cost us more to handle.

# ordering? it's as easy as 1,2,3... (erm, 4)

**We're as flexible as a double-jointed eel.** Whichever way you'd like to deal with us, we're fine – whether face-to-face, via email, by phone, over the fax or through plain old post. When you're ready to order, just follow this easy chart.

## 1 decide what you want

Have a flick through this guide. Choose what you want, or give us a call for advice. It's easy to plan, since every item has a fixed guaranteed turnaround. Ready? fill out an **order form** and sign it (we can fax you one).

## 2 make your payment

We need **full payment** before we go to print. We take credit cards (2% surcharge), debit cards, cheques and cash.



## 3 sort out your artwork

It's essential that you look credible. A well-crafted design can mean the difference between success and failure.

Would you like us to create some mouth-watering artwork for you?

### YES! Design it for me.

Great! We'll work with you to produce something you'll love. All we need is:

- Sharp copies of photographs, logos or transparencies** you want to use (you'll get best results from originals) or you can supply them electronically;
- A written brief.** The more you tell us, the less it will cost. Include all your text and a sketch showing where logos and photos should go. We can help with the creative stuff – including writing copy and concepts – just ask.

We'll create your design and send a proof. Once approved, we'll print your order.

### No, I'll do it myself.

Design guru, huh? Just wait a mo... Before you start, make sure you read our '**File Supply Guide**' – even if you're a black belt. Our process is different to everyone else's.

For details of what happens next, see the 'File Supply Guide'.

## 4 pick up your order

Your order will be **ready for collection** on time, or it's on us. Simple.

# pick up or we can deliver

**All our prices include** collection from your local store or franchise. You can also collect from our Production Hub – you'll need a collection card – please ask your store for one, as we can't release your order without it.

We can also deliver directly to your premises, or anywhere you like. Beside each price in this guide, look for the little carriage band letter. That determines what it'll cost for next-day delivery – just refer to the table below.

We use reputable overnight carriers who publish an on-time success rate of 98.5%.

## delivery charges

BAND COST	BAND COST	BAND COST
<b>A</b> £10	<b>B</b> £17	<b>C</b> £28
<b>D</b> £39	<b>E</b> £50	<b>F</b> £65
<b>G</b> £85	<b>H</b> £105	<b>Z</b> ask

Delivery before 12 noon	add 50%
Delivery before 10.30am	add 100%
Saturday morning delivery	add £10
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This is an example of a 16 page Wide Booklet printed on 170gsm silk art paper

XBE/PRG/CRH/05-10/R1

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