

Guide to Newsletter/Magazine Layout

Front Page/Cover

Ideally, go for a bold front cover with a picture, an eye-catching headline and a good story. If you can afford it, print at least the front cover in colour.

Columns

Text should normally be presented in columns. Use two columns in A5 publications and three in A4. Columns of justified type look neater, but unjustified (ragged ends) are easier to read. In the absence of short lines of text, the eye has great difficulty in finding the beginning of the next line and thus the story is hard to read.

Short Paragraphs

A paragraph should only contain one idea, otherwise split it. There is nothing wrong with a one sentence paragraph — this happens all the time in professional magazines and newspapers.

Line It Up

The general rule is that everything should line up with everything else. Align the edges of pictures with adjoining text. Above all, line up text column bottoms.

Shaded or Coloured Backgrounds for Text

These are best avoided. At best they reduce readability. At worst they look terrible! Cheaper means of printing will almost certainly accentuate the background. If they must be used – employ a sans-serif typeface.

Readability and Leading

The amount of space between lines should normally be about 20% of the type size, however increasing this slightly can lead to better readability and a more luxurious impression.

Avoid Underlining

It gives a much more professional effect to use bold face type rather than underlining to add emphasis. Sometimes the use of italics (just slightly larger size) is appropriate instead of emboldening.

Folded Sheets used for Binding or Centre Stapling

A common mistake here is to allow insufficient centre margin. This should be at least twice the size of the margins at the paper's edge.

Top and Bottom Margins

These can be the same height, but a better impression is gained when the bottom margin is slightly greater than the top margin.