

A simple guide to leaflet formats



Leaflet formats, what do they mean?

Clients often ask us which leaflet format is the best. The answer depends on what you're hoping to achieve, your target audience, the amount of content, and of course, the budget available. **As follows are the most common of leaflet formats.**

Single fold

This gives you 4 pages – front, inside front, inside back, back. It's usually A4 (210x297mm) folded to A5(148x210mm).



No fold

This gives you two pages – front and back. It's usually DL (standard business envelope size), A5(148x210mm) or A4 (210x297mm).



Roll fold

This gives you 6 pages and is the most common of leaflet formats. It's usually A4 (210x297mm) folded to DL (99x210) (standard business envelope size), making it a nice compact shape.



Concertina fold

This gives you 6 pages (or more if you wish) and is just another way of folding a standard (roll fold) leaflet (99x210).



Gate fold

This also gives you 6 pages and is a twist on the standard (roll fold) leaflet.



What about brochures?

Brochures are like big leaflets, except they're not usually folded; they're stapled or stitched. Also, because of the way the paper is set up on a printing press, the number of pages must be a multiple of 4. It means you can't have a 10 page brochure for example; it must be 8 or 12 pages. We will discuss brochures in more detail in our next guide.



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