



What Does It Cost to Publish a Newsletter?

A newsletter is a very flexible and cost-effective marketing tool. Cost is affected by a number of factors, including length, colour and number of copies. For the first issue, you also need to take into account the development costs of establishing a design template and a prototype.

Here's a list of items we would discuss with you in order to provide a quotation:

- **Target Audience:** Internal/External (Customers/Prospects)
- **Editorial Objective:** The messages/content to be relayed.
- **Size:** The number of pages per issue. Four and eight-page client newsletters are the most common size since they present information in an easily digestible, quick-read fashion.
- **Frequency:** The number of issues to be published each year. Ultimately, this is dictated by your objectives and the amount of material to be communicated. Quarterly publication is the most common schedule for client newsletters; internal newsletters are often produced monthly.
- **Graphics:** The use of graphic elements. Overall design, photography, illustration and type style greatly influence reader reaction. Will photos be used? Will you supply them? Many interesting graphics can be sourced royalty-free, whereas commissioning illustrations or photo shoots can be expensive.
- **Colour:** Newsletters can be black and white, or include a range of colour. The most cost-effective approach that still allows for attractive and eye-catching presentation is the use of two colours – black and white for the text and one other colour for graphic elements such as logos and headlines.
- **Quantity:** The number of issues to be printed and distributed to customers, prospects, for trade shows, and other marketing purposes.
- **Paper Stock:** Recycled, uncoated paper is the most popular and economical choice for newsletters, rather than glossy stock.
- **Services Required:** Are you looking for complete publication management services or just professional help in specific aspects of your newsletter venture? You can turn to us for a customized solution. Services available include concept development, overall management, initial design, research and writing individual articles or entire issues, copyediting and proofreading, desktop publishing, printing and mailing/distribution.