

ECONOMIC BOOK SIZES

DOES SIZE MATTER?

If you're producing a publication and want to get maximum value for your money, there are many ways to do this, the easiest being working to your 'economic book size' – that is, getting the maximum number of pages from each sheet of paper that goes through the printing press. Doing it smartly often means you can go beyond standard sizes (such as A4 and A5, which generally minimise wastage) while still creating a cost-effective result.

Here at Printlink, we usually print publications on our A1 presses, with sheet sizes of 'SRA1' and 'mini quad'. Here are our recommendations for maximum 'economic book sizes' using these sheet dimensions.

Sheet Size	Maximum Book Size	Pages per sheet
SRA1 (640 x 900mm)	303 x 215mm	16pp
	215 x 152mm	32pp
Mini Quad (720 x 1020mm)	343 x 248mm	16pp
	245 x 172mm	32pp

For example:

- if you'd like to produce a book with a page size of 245mm x 172mm, you'll get 32 pages from a mini quad sheet;
- if you increase the dimensions just a few millimetres to 250mm x 177mm, you'll only get 24 pages from a mini quad sheet.

Your second choice will require a third more plates and 'make readies' and a third more sheets, adding greatly to your cost!

It also pays to consider the number of pages being printed at a time, as this affects binding or finishing. For example, if you print 16 pages a sheet, it is more economical to bind in 16s than eights, as there are fewer sections to fold and gather etc.