

Published based on [The Different Styles Of Brochures To Market Your Business](#)

The Different Styles Of Brochures To Market Your Business

Brochures play an essential purpose in marketing. Because of them, the market is informed of a company's product and service offers through the use of photos and descriptions.

The first matter to consider when planning for an effective brochure is the type of format to use. Budget, reader profile and the function that it will serve will be the basis for the decision. The proper brochure format that will be applied will allow you to aptly present your company's products and services well. There are 3 standard types of brochures, each having its own specific features and benefits.

Bi-Fold Brochures

Because it is the most cost-effective and practical, the bi-fold type is the most widely-used of all formats. It usually has four panels: a front cover, a back cover and two inside panels. It can contain inner pages, hence, it can be an 8-, 12- or 16-page or so material, as long as the number of pages is divisible by 4 to make for cost-efficient printing.

Tri-Fold Brochures

A brochure that is of the tri-fold type uses just one sheet of material folded into three parts, making it convenient to tote around. As a result, there are six panels where you could put your product or service data. It is commonly used as an alternative for flyers due to its being lightweight. Because of the possibility to put in plenty of product and service info, there are a lot of organizations who prefer this type of brochure format. Another form of this type is the Z-fold design where there are 4 internal panels.

Gate-Fold Brochures

The gate-fold design is seldom used in brochure printing, so utilizing this type of format will certainly help your company create waves in the industry. Much info and details can be included here because of the 8-panel space as a result of having the quad-page folded up into four parts. They are generally made with thicker materials so that they can last for a long period of time which makes it more costly to produce compared to the other kinds.

Breworks is an expert in the graphics design & communications industry that offers [brochure](#) design solutions. We likewise do [tri fold brochure](#) production services to suit your business. Also published at [The Different Styles Of Brochures To Market Your Business](#).

You can also find this article published on [The Different Styles Of Brochures To Market Your Business](#), and on the tag pages [Advertising](#), [brochure](#), [brochure design](#), [business](#), [graphic design](#), [graphics](#), [marketing materials](#).