

Should I use a flyer or a brochure?

Both flyers and brochures are excellent communication vehicles. Choosing one format over the other depends on who your intended audience is, what kind of information you want to communicate, and how much time and money you can spend on design.

Flyers are best for general information for a large audience and for bilingual formats.

Many experts prefer 8.5" x 11" flyers for distributing essential information and outreach.

Flyers:

- Communicate important message at a glance
- Capture the attention of readers who may not respond to a brochure title or image
- Can be transferred to websites effortlessly
- Are easily copied, printed, and posted
- Reach mixed language audiences with one language on each side
- Are less expensive to create and print

Whichever format you choose...

Make the most of your document by following these basic readability guidelines:

- Create a title that responds to the reader's natural question or interest
- Write at the average reading level (around 6th grade)
- Chunk: create short paragraphs with clear subheads
- Format for readability.

Click here for more [readability tips](#).

Brochures are best for giving detailed information to a specific audience.

The tri-fold design can be attractive to readers who know what they want to learn.

Brochures:

- Are often professionally designed and printed, making them more visually appealing
- Are more likely to be kept for reference (pocket, purse, backpack)
- Provide more space for detailed information
- Allow privacy to read information on sensitive topics like breast cancer or domestic violence
- For transfer to web, consider also creating a one-page html document

MAIN POINTS:

Use flyers for...

- ✓ general information
- ✓ outreach
- ✓ easier print, post & web

Use brochures for...

- ✓ greater detail
- ✓ sensitive topics
- ✓ saving for reference

Tip: Brochures are more expensive and take longer to produce.



This document along with others are available for download at www.transcend.net/library/tools.html

Sources: aart.us.com/marketing-materials.html;
canadianprintingnews.wordpress.com/2012/11/27/brochure-vs-flyer-when-to-use/; cdc.gov/cancer/nbccedp/pdf/amcbeyon/pdf/;
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