



## Newspaper format framework

Key features	Tabloid	Broadsheet
Amount of text	Lower percentage of text v image ratio. Large headlines.	Higher percentage of text v image ratio.
Number/size of visuals	Image led. Image is dominant on the page.	Less reliance on the visual image.
Headlines	Large headlines with capitalised font. Headline occupies significant amount of space. Usually one lead story with one or two secondary stories. Headlines tend to be emotive and dramatic.	Text larger but not oversized. Headlines tend to be informative rather than emotive.
Tone	Sensational, exaggerated, emotive, language tends to be inclusive.	More formal, factual and informative.
Content/type of stories	World news but also entertainment and celebrity focus.	National / international. Political / issue based. Increasingly uses entertainment features as well to attract readers.
Language	Easy to understand, everyday language. Short paragraphs.	Denser paragraphs, more formal standard English.
Size	More compact.	Bigger size [ <i>Guardian</i> new size-Berliner].
Other	Lower cover price. High circulation.	Higher cover price. Lower circulation.