

Although catalog sizes vary in trim size and page count, they can be designed to deliver the same total square inches. Below is an overview of some standard sizes and how they compare:

FORMAT	TRIM SIZE (IN)	PAGES	SQ IN/PAGE	TOTAL SQ IN
Full Size	8.25 × 10.5	16	86.625	1386
Slim Jim	5.5 × 10.5	24	57.75	1386
Digest	5.25 × 8.25	32	43.3125	1386

The key to choosing the right size is knowing how much information the catalog should contain. If you intend to showcase hundreds of images and descriptions, choose a larger size to avoid page congestion. Smaller size catalogs are also best for shorter runs, typically less than 10,000. No matter the size, printing in even signature page quantities, such as 16, 24, 32, 48, 64, etc., will be the most economical to produce.

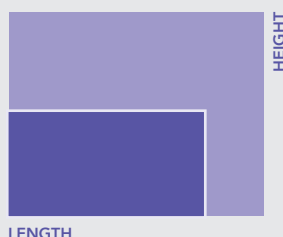
FULL SIZED CATALOGS

Full size catalogs are typically mailed as a flat and in order to qualify for that rate they must:

- Have one dimension greater than 6.125" high OR 11.5" long OR 0.25" thick.
- Be no more than 12" high × 15" long × 0.75" thick.
- **Shape:** rectangular, with four square corners, or with finished corners that do not exceed a radius of 0.125" (1/8").
- Must pass USPS [flexibility test](#).
- **Uniform thickness:** the contents must be uniformly thick so that any bumps, protrusions, or irregularities do not cause more than 0.25" variance in thickness.

	MIN.*	MAX.
LENGTH	11 1/2"	15"
HEIGHT	6 1/8"	12"
THICKNESS	1/4"	3/4"

*Flats exceed at least one of these dimensions.



SLIM JIMS, MINI SLIMS AND DIGEST

These smaller format catalogs are typically mailed at the letter rate. To qualify for automated machinable letter rates, they must:

- Have 3 tab closures or glue to seal on all 4 sides.
- Have outer paper stock of at least 50 lbs.
- Have the address running parallel to the longest side.
- **Height:** no more than 6.125" or less than 3.5" high.
- **Length:** no more than 11.5" or less than 5" long.
- **Thickness:** no more than 0.25" or less than 0.009" thick.
- **Weight:** no more than 3 ounces.

	MIN.	MAX.
LENGTH	5"	11 1/2"
HEIGHT	3 1/2"	6 1/8"
THICKNESS	.007"	1/4"

**Thickness must be .009" or more if more than 6" long, 4 1/4" high, or both.



Who's using these catalog sizes?

Source: Media Finder data published on April 19, 2013

SMALL CATALOGS (8–9.5" L, 6–7.25" H)	SLIM JIMS (10.5" L, 6" H)	DIGEST CATALOGS (8–8.5" L, 5–5.5" H)
Crate & Barrel	American Cancer Society	Aerosoles
Dillard's	Duluth Trading Co.	French Connection
Frye's Industries, Inc.	Godiva-Christmas Catalog	KB Footwear
Temple University Press	The Vitamin Shoppe	Neiman Marcus Home