

# How to count publication pages

## Counted pages vs. physical pages

1

When determining the number of pages in your publication, count each page of the document as one page — just as you number them and how they are setup in the design file, as in example A below. Do not count the physical sheet of paper as one page.

2

A four-page publication is printed on one physical sheet of paper. Pages 1 and 4 are on one side, and pages 2 and 3 are on the other. Once it is printed, the paper is folded and page 1 is at the front. Then, you open the publication and see pages 2 & 3, and on the back is page 4.

1

A four-page design file.



Page 1



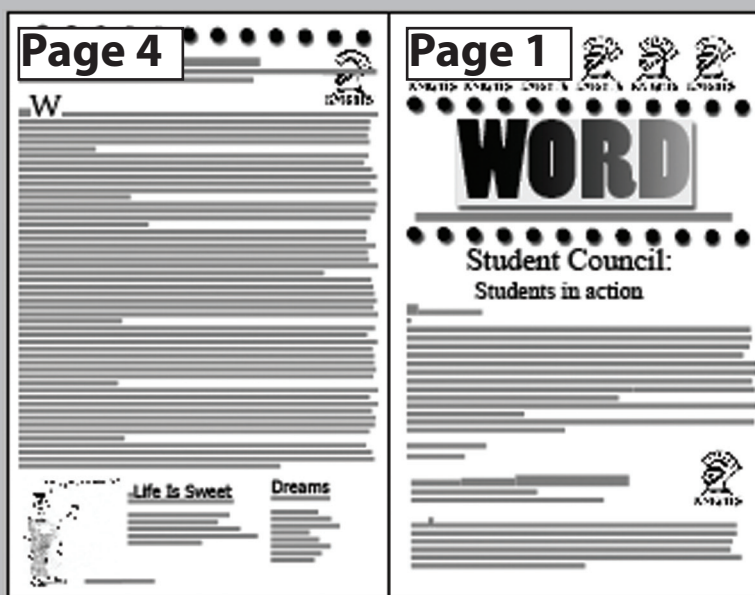
Pages 2 & 3



Page 4

2

Outside



Inside

