

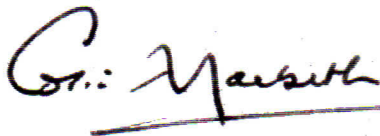
ADDITIONAL INFORMATION

Our aim is to be modular in design. This style was introduced in late 1991 and is generally kept to throughout the paper. Adjustments have since been made in an attempt to increase story count; hence the introduction of briefs columns. The best pages have a strong lead, a good picture, a handful of lesser stories and a column of briefs.

One innovation has been to bring our Standard on Sunday magazine, NOW, which used to be printed separately with glossy cover, into the main body of our Sunday paper, which in principal targets families, women and children. I enclose a copy.

The spread across the centre pages of the Feb 10 issue is not typical. On this rare occasion the space was paid for, though everything was done to give it an 'editorial' look. Normally this space will be reserved for features. For example, the previous week it was devoted to a personal "I survived" story from the Ngai Ndeithia rail disaster (see front page pic follow-up in Feb 10 issue). I enclose a copy.

I trust the above information and enclosures will assist you in assessing The Standard.



COLIN MACBETH  
EXECUTIVE EDITOR

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