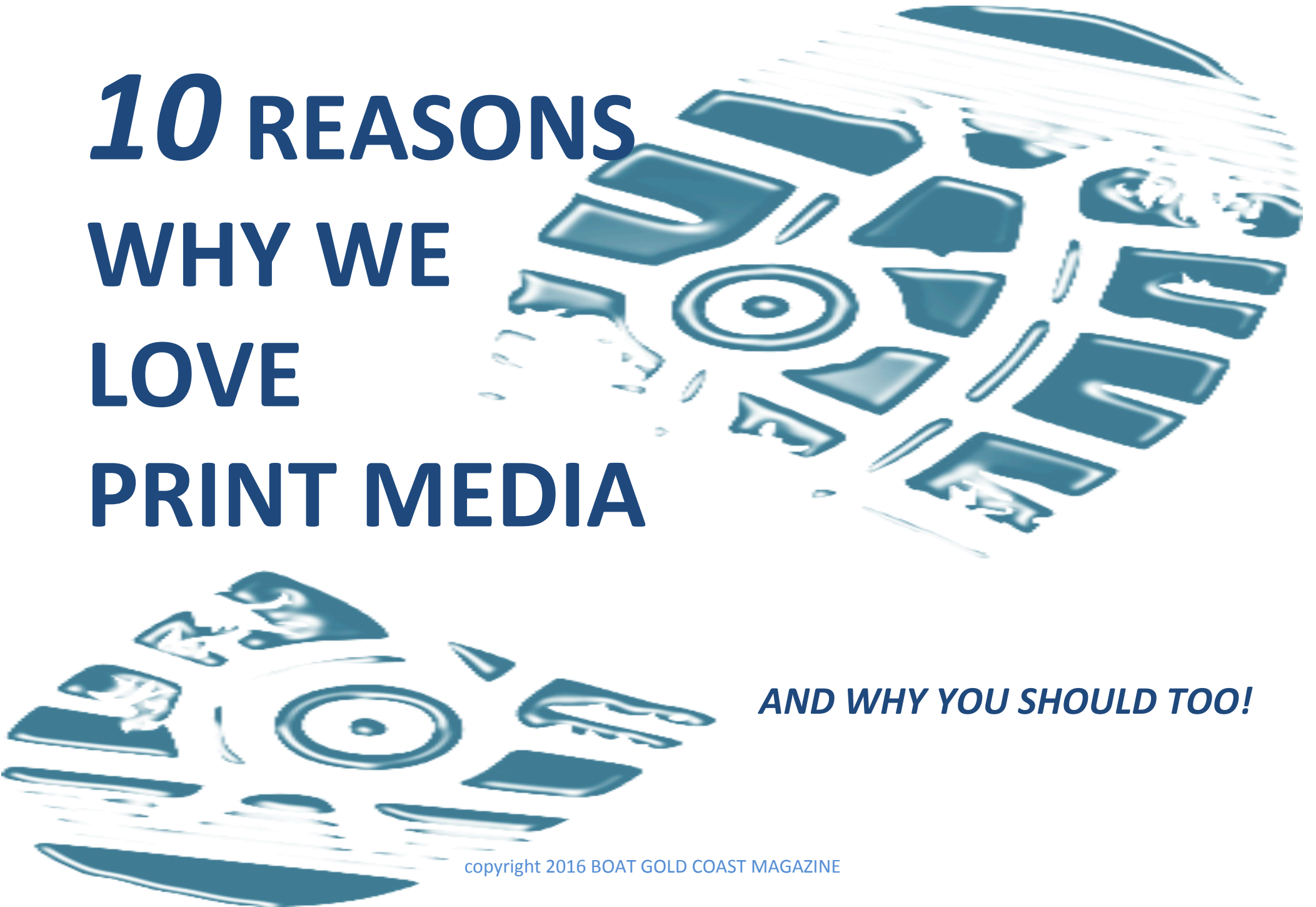


# ***10* REASONS WHY WE LOVE PRINT MEDIA**



***AND WHY YOU SHOULD TOO!***

**PRINT AS NON-TRADITIONAL MEDIA.** What's old is new again. "The evolution of the internet doesn't kill off [print and broadcast] channels...it makes us look at them differently because they are used by different channels." The new trend is for marketers and media buyers to do what is not being done, something new (again) – and that includes print media.

**PRINT PROMPTS DIGITAL ACTIONS.** "The web is where we go to get answers, but print is where we go to ask questions." Let the customers find a way to ask the questions so they look for the answers. Print is the best medium to make a potential customer think outside the box, and make them ask tough questions. Using print media is a good way to challenge the customer to ask these questions and to look for the answers – which s/he can get from the web.

*According to a research in 2015 conducted by GfK, a market research specialist group, almost half of consumers who see an ad take action as a result. Almost one half (44 percent) of those who remember an ad take some action as a consequence. However, what consumers do as a result of noticing an ad varies: 14 percent look for further information, 14 percent have a more favorable opinion of the brand, 14 percent consider making a purchase and 12 percent visit the company's website. While just a small number will make a purchase directly as a result of seeing an ad, these results show that print ads nudge consumers along the purchase journey.*

**MARKETERS DON'T HAVE TO WORRY ABOUT AUDIENCE DEVELOPMENT COST.** The publisher of a free magazine invests money per subscriber per year for auditing purposes. The magazine spends money on audience development, which the marketer (advertiser) does not have to worry about. All the marketer does is to use its customer mailing list if it wants to distribute the magazine as well.

**PRINT LETS PEOPLE UNPLUG.** Many studies have already shown that there is a need to “unplug” to be able to enjoy a meaningful life. More and more people are now cherishing life without their “electronic tools” – phones, tablets, computers, apps, etc. – and ensure that their families spend more time away from digital media just to relax. Print media still allows a marketer to take advantage of the moments when their customers choose to “unplug”.

**PRINT IS TANGIBLE.** A print piece is a physical thing. Magazines and newspapers can stay in houses or offices for months or years, while Internet ads can disappear into cyber space instantaneously.

**THE DECLINE OF PRINT PUBLICATION CAN ACTUALLY BE USED AS A MARKETING ADVANTAGE AS THE PUBLICATIONS ARE LESS CROWDED.** Because there are less printed material, more attention is given to anything that is printed. People pay more attention to what is written. Nowadays, print advertising offers a safer and more relaxed environment compared to the quick-changing banner ads and pop-ups, multiple hyperlinks and virus threats that online readers face, but never seem to get used to, on a daily basis.

**PRINT LENDS CREDIBILITY.** The printed word is still perceived as more credible to many people than anything on the web. It goes to the old adage, *“If someone invested enough to print and mail it, it must be important.”* It is premium channel used for premium products and high quality clients. As more and more of our world is becoming digitized, the credibility and high engagement level that print offers both as a content and advertising medium, is finally getting noticed.

**BIG COMPANIES USE PRINTED CONTENT MARKETING.** Many companies have their own newsletters and magazines as part of their content marketing. The circulation is limited to their customer list. Investing in content marketing in an independent magazine increases brand awareness to a broader audience and opens opportunities for “soft marketing”. *Print ads are excellent for solidifying brand identity.*

**FOR PRINT ADS SIZE MATTERS.** According to the research conducted by GfK, on average, bigger is indeed better when it comes to print ads. Adverts that take up less than half a page were noted just over half of the time (54 percent). In comparison, full page ads were noted 71 percent of the time and multi-page displays 86 percent of the time. Additionally, almost all (96 percent) of those who remembered the multi-page ads also indicated that they engaged with the ad content. In other words, they read at least some of the content within the advert. This is evidence of positive impact for advertisers contemplating larger investments with larger sized ads. Larger sized ads tend to capture the attention of readers at a higher rate.

**PRINT LEVERAGES USE OF ICONS TO DRIVE PEOPLE TO DIGITAL MEDIA.** Omnichannel marketing has started to blur the lines between print and digital marketing mediums. Print campaigns are still part of the overall omnichannel strategy, but they leverage QR codes, hashtags, websites, and social media icons to drive people back to an online experience. For example, placing QR codes on printed pieces is an excellent way to bridge the gap between print and web. When scanned with a smartphone, the QR code will take you to a homepage or a special offer page that lives on the web.

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*Sources: forbes.com, mediabuyers.com, contentmarketinginstitute.com, business2community.com, boatingindustry.com, gfk.com*