

# PRINT FACTS

The Truth About  
Print Advertising  
and Paper  
Sustainability

A message from Peterson Publications, Inc.

## Print is Dead. Or is it?

Minnetonka, MN — A recent study shows that 42 percent of industrial marketers say they are not generating enough high-quality leads for their sales teams. A prolonged sales slump going forward might be attributed less to the recovering economy and more to the cumulative effects of reduced brand presence in the media most read and trusted by specifiers in your markets — key industry trade publications. The same resources, incidentally, that drive a major share of online search and web traffic to those who have maintained their offline brand presence.

Make no mistake, online marketing is easily the most vital resource for in-depth information delivery and your website is the preferred

destination to drive prospects. However, questions remain: How do you convince potential customers to visit your site — and can they even find it online? Why should they consider your brand over the others in a Google search? The simple fact is this: there is legitimacy and trust in print advertising that online alone will never duplicate. And an active presence in print vastly increases the effectiveness of your online program.

Traditional media still represent the largest share of budgets in most cases, suggesting that new media are mostly being integrated into the mix rather than totally displacing traditional approaches.

Please see *Integration*, page 2

## Print is Beautiful ... Right?

We all are aware that print has been the target of much bad publicity, both from the use of print for advertising and the actual process of printing itself. With more concerns about environmental issues, many have said to stay away from print because it is not environmentally friendly and it is using up our precious trees.

Well, I'm here to fight all those naysayers. This newsletter contains articles that have been gathered over the last several months, pointing out the importance of print advertising and how it must be part of a complete marketing mix, especially in the business-to-business world. We also have included information from a wonderful book called "Print Grows Trees" that combats the misunderstandings of trees and paper and explains that Print actually is responsible for forestry growth initiatives.

Today, marketing your company in the right way is more complex than ever. A balance between print and other methodologies is critical to success. At Peterson Publications, we have created this balance by offering both print and digital magazine editions, online newsletters and websites for all of our publications.

We believe this information is very important to share with our advertisers and customers. I hope you enjoy it.

Sincerely,



Jeff Peterson, president  
Peterson Publications, Inc.

**"People will remember 2014 as the year the 'Print is Dead' marching band disbanded. Now everyone is talking about 'Print Plus' – print and digital. It's not just an either/or situation anymore."**

-Samir Husni, director of the Magazine Innovation Center,  
University of Mississippi School of Journalism (via *Publishing Executive*)

# Repositioning Print for a Digital World

*Print is not dead, but the way we have trained to sell it for the past 25 years is.*

Twenty years ago, print dominated as the most targetable and graphical of all advertising media. But the advance of digital technology has passed functional leadership to others.

Today there are new ways to position print based on marketing benefits that have recently emerged. Ironically, these new benefits grow out of weaknesses in the same new digital media that print's detractors say will kill it off.

## 1. Print is the calm in the digital media storm.

Reading, as opposed to viewing, is an active behavior. While there are magazine page flippers, research has documented that magazine reading is the least of all media diluted by multitasking. Magazines should be the medium of choice for advertisers with a message that requires contemplation, involvement or consideration.

## 2. Print cuts clutter.

In the online world, it is not uncommon to have dozens of direct competitors, including the websites of the very companies you are trying to sell! If you include blogs and secondary sites, the number of directly competitive sites can run into the hundreds.

One major drawback of online media is that there are millions of destinations teaming for a viewer's attention. Print can help this process by creating a periodic

reminder for your destination before they enter the distracting online world.

## 3. Print is the offline "push media" for a digital world.

John Milne, senior vice-president at Rogers Media, proposed this retro-sounding notion at a recent ABM conference: When you plan a web engagement strategy, you can divide your activities into ones that reside on your website and ones that "push" or reach out beyond it (e-newsletters, e-blasts, viral video and others). A healthy balance of both is best for making your site a significant destination while reaching out to new viewers. Print can be added to outbound media and can reach a distinctly different audience.

## 4. The magazine format is exploding as an influential marketing tool.

Give your advertisers some perspective. While magazine advertising is under pressure, the magazine format itself as a pure marketing tool is enjoying unprecedented growth. A study on sponsored media from the Custom Publishing Council on 2006 custom media found that sponsored magazines have surpassed all other forms of sponsored media to become the top choice among marketers.

Spending on custom media in 2006 increased to an all-time industry high of \$55.6 billion, with a record number of titles published (125,044) and the highest number of pages printed ever. (See the study at [www.custompublishingcouncil.com](http://www.custompublishingcouncil.com)).

## 5. Start selling your "ad friendly community."

Rich Miller, general manager of media buying giant MediaFirst International, proposes that the old ways of evaluating magazines are obsolete. "A magazine can no longer be defined by the platform through which its content is distributed; it's defined by the community of persons who share a common interest in that content," he said. "A magazine is a social network. It's a club."

But a magazine community is different from many in that ads are welcome, with about half of readers saying they enjoy them as part of their reading experience. In contrast, readers consistently rate online advertising as among the least favored of all advertising forms. Despite forecasts for big increases in ad spending on social networking sites, a recent headline from Barron's asks, "What if Facebook can't sell ads?"

## 6. Sell complementary weaknesses.

The greatest weakness of online media is the massive competition for visitors once they arrive online. Print can complement that by providing a constant reinforcement of a destination in the physical world prior to the online experience. Print's biggest weakness is the lack of measurable feedback. Online is measurable, often to a fault. If you sell both, sell them as complementary, as they truly are. The media world has changed and print has a vital part to play.

— Josh Gordon/Folio Magazine



## Facts & Figures

- 54.7 percent of all paper in the US is recycled.
- The paper used to print in the US is made from more than 60 percent biofuels.
- Server farms that power computers have become the fastest growing users of fossil fuel in the world.
- The average data center consumes the same amount of energy as 25,000 households.
- Millions of US jobs – from tree farming to advertising – depend on print.
- Print serves those who don't have constant access to computers.
- Print can be a more relaxing way to get your information.

— *Print Grows Trees*



*The Value of Print*, a fact-filled flip book from the **Printing Industries of America**, now is a free download for mobile devices. To learn more, visit [www.printing.org/valueofprint](http://www.printing.org/valueofprint).

## Integration: Mix of print, online a successful strategy

*Continued from page 1*

Orbital Branding integrates online, offline and content tactics to economically leverage your brand's messages across multiple channels — positioning your brand for engagement wherever your prospects are

likely to turn. Think of integrated marketing as a three-legged stool. If one leg is missing, you're on shaky ground. Today, customers and prospects validate their choices through brand recognition in print advertising and valuable content that

reaches across online and offline channels.

Key indicators show that manufacturing is recovering. The opportunity to increase market share and find new customers has never been better.

— *Next Communications, Inc.*

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