

Print Advertising: A Smart Investment in a Digital Age?

Although emerging media tactics can help companies gain both visibility and credibility, savvy marketers are not walking away from print. Based on industry research and our clients' experience, we still believe in the power of print and our clients agree. Print is a valuable medium and plays a key role in our client's integrated media mix.

FAST FACTS

B2B Publications Holding Their Own in the Digital Age: "In a world where the web dominates in news and information, it is easy to assume that print mediums like newspaper and magazines will become insignificant. But in the B2B world, specialized magazines remain an important source of information," finds a recent survey of nearly 700 business people conducted by Starch Research Services.

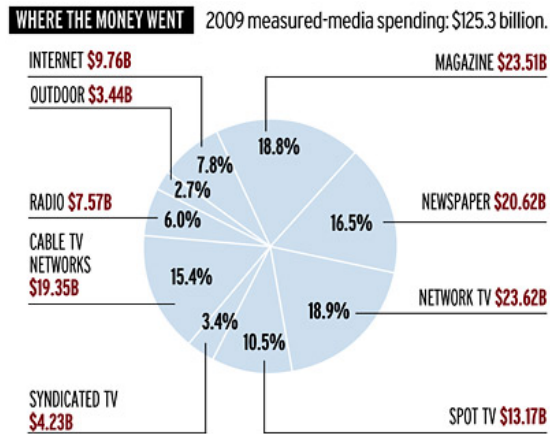
Consumers Enjoy and Trust Magazine Advertising: As reported in the Magazine Publishers of America's 2010/2011 Magazine Handbook, research by Yankelovich, a leading consumer research company, determined that magazines rank #1 out of 16 media for consumers having a positive impression of advertising.

Ad Spending in the Financial Services Industry Up: After a tumultuous few years filled with negative press, marketers are trying to restore consumer confidence and faith in the financial services industry. According to B-to-B Magazine, the financial services industry has surged back into the market with increased ad spending across multiple media channels. When comparing Q1 of 2009 to Q1 of 2010 – radio is up 49%, television is up 27.5% and magazine advertising is up 22.8%.

According to recent **research conducted by Signet Research**, 52% of subscribers to B2B print magazines say print-only is their preferred format. Overall preference for the digital edition of a particular B2B magazine was 30%, while only 4% said they preferred website-based content only.

In May of 2010, **The Starch Information Sources Study** measured the effectiveness of specialized business publications versus other information sources. It examined 14 different media and information sources -- including the Internet, print publications, TV, radio, business directories, direct mail, trade shows, seminars, conventions, and salespeople. The results show that while the Internet ranked first in the seven industry sectors surveyed, business publications ranked a strong second.

U.S. Measured Media Ad Spend by Medium – Ad Age: "26 top marketers bucked the trend and boosted 2009 advertising even as spending for the 100 Leading National Advertisers plunged 10.2%. Among those with the guts to spend more, 70% saw a U.S. sales increase -- double the success rate of those whose spending declined. As for the bad news: Last year's LNA spending decline marked the sharpest drop since Ad Age began the ranking in 1956. Among the Top 100 advertisers, one in four spent more, betting on opportunity in the Great Recession." The pie chart from AdAge reflects 2009 U.S. measured-media spending for all advertisers.



Magazine and newspaper advertising still represent a large portion of the media mix.

Common sense tells us that people still prefer reading magazines and newspapers in a relaxed atmosphere or on-the-go places (like the couch, breakfast table, train, plane ...). Readers will also spend more time with print media in a relaxed setting than while sitting at a desk or when powering up a laptop in a hotel. They also like having a hard copy of information that they can refer to or show others -- anytime, anywhere. It's true that print budgets have been declining in recent years, however, it remains an invaluable media vehicle.