



# OLD, NOT DEAD.

## WHY YOU SHOULD CONSIDER PRINT ADVERTISING.

Print is the old man of marketing, with newspaper, magazine ads, brochures, and direct mail all remaining effective. Digital advertising might be the sexiest form of marketing right now, but print still delivers when it counts.

### Print Matters More

Print is familiar, and we trust what we know. Maybe that's why consumers report amazing recall, and place a high value on products and services advertised in print.

### People Listen to Print

While an e-blast is a cost-effective way to reach a lot of people, direct mail is a great way to drive real action (almost 80% of consumers will act on direct mail).

### Print Builds Brands

The online world can be like the Wild West, where customers are faced with a lot of unreliable and fabricated content. Unlike the web, print has a long history of building trusted brands.

### Ready. Aim. Print.

Digital marketing is great at targeting specific demographics. But guess what? So is print! With research and the right marketing strategy, print can be highly effective.