



## Why Print?

### The Top 10 Ways Print Helps You Prosper

1. Print is for keeps.
2. Print is portable.
3. Print drives a higher ROI.
4. Print is beautiful.
5. Print plays well with others.
6. Buyers seek print.
7. Print is credible.
8. Print puts you in control.
9. Print is personal.
10. Print gets passed on to others.

*Master Printing: a family business for over 80 years and growing.*



Dave Dobos,  
Master Printing Production Mgr.

*Print, as a communications media, has the power to say “stop, look, listen.” Is this important? With the speed and magnitude of twenty-first century change, it is. After centuries, print remains the medium with the most versatility and staying power.*

*Overlooking print can be perilous to a marketing campaign, a product launch or a branding initiative that is trying to connect with people. People trust print. They feel comfortable using it and they can't fast-forward past it.*

*Print doesn't need to be the only medium deployed but it certainly should be first whenever you want to persuade, inform or entertain. Here are the reasons why.*

### Print is For Keeps

Who's minding your messages when the screens fade to black? Electronic content comes and goes and when it's gone, your marketing initiative disappears with it. Print, on the other hand, is there for the long run. Consider magazine pass-along rates. They range as high as two to three persons per issue, giving advertisers double and triple bonuses on their marketing investments. An audit of Ziff Davis Media's *eWeek* magazine shows that on average subscribers pass along their printed issue to an additional 3.6 industry decision-makers. This points out that the IT world recognizes the power and benefit of print. Specific magazine content can be spotlighted and passed along on a one-to-one basis. A Magazine

Publishers of America survey found that 24% of readers typically pass an article along to someone else and 23% save the article for future reference making each copy you print worth more than just one copy that gets read.

In action, print's durability has a positive impact on every message it touches. It says your message is significant. You cared enough to put it on paper; you are authentic rather than virtual and you will be there when called on.

### Print is Portable

Information that is presented, sent or made available in print is palpable. It will be held and read. Print is the ultimate in portability and playability. People can pick up a magazine at a

newsstand, buy a book on the fly or grab your brochure from a trade show exhibit. There are no compatibility issues, no need to charge a battery, and never a worry about screen glare. You can fold print, stuff it, clip it, and even scratch-and-sniff it.

Print can be carried and consumed anywhere, at any time: On trains, planes and automobiles. Take it to bed, to the beach or to the bath. There's no need to boot it up or power it down. Print is always there and always ready to instruct, inform and entertain.

### Print is Interactive

Personalized magazine bingo cards let readers send for more information with quick check offs. Or, combine media



## Print is Beautiful

Why is it called graphic arts? The reason is that print is *beautiful* and Master Printing continues to consider every job they do a personal masterpiece. Now, advanced printing techniques like high-fidelity color and advanced screening make their work appealing and compelling. Photos appear to jump off the page. Special effects draw the eye to the printed content, and a new generation of papers makes readers want to touch and feel your message. You can't get any closer.

and use a direct mail campaign to drive prospects to a personalized website where they can tell you their aspirations and expectations.

### Print Drives a Higher ROI

Return on investment data show that print is particularly persuasive as direct mail. According to research by the Direct Marketing Association and the Wharton Economic Forecasting Associates, print's performance through the mail can be measured in dollars and cents.

The DMA researchers found that U.S. advertisers spend \$167 per person in direct mail marketing to earn \$2,095 worth of goods per person, scoring a return on investment of 13 to 1.

Why? Because people gravitate toward print. Nearly 48% of households surveyed by the U.S. Postal Service in 2006 found direct mail pieces interesting. That study also found that 85% of mail is either read or visually scanned by recipients.

Direct mail is also a great way to expand business relationships and keep customers loyal. A study by the Rochester Institute of Technology Printing Industry Center found that nearly 70% of respondents like getting mail about new products from companies they do business with.

### Print Plays Well with Others

The internet for example can be an effective tool when a printed direct mail campaign is used to draw prospects to a

personalized website. Then follow up with printed thank-you card or closer.

The World Wide Web provides a real-time interactive environment, as do the telephone and television. Print enhances the impact of all those media by providing your client's prospects with an extra dimension. One that is friendly. One that is warm. One that is inviting and one that is difficult to ignore because they are holding it in their hands.

Consider the 2003 research published in the Journal of Advertising Research, which examined the advertising impact on weekly sales of a pizza franchiser. It found that the best combination of media in driving sales is direct mail and national TV advertising used together. The print/broadcast duo doubled the impact of using any one medium alone. An American Business Media study adds more insight into the effectiveness of combining print with other media. According to that study, B-to-B magazines were viewed by prospects as trustworthy and objective, websites were seen as the place where they received timely information and trade shows were viewed as the place for interactions and to improve their awareness of alternatives. It is plain why many smart marketers are using all three outlets to maximize their ROI.

### Buyers Seek Print

The success of retail websites might suggest that printed catalogs can be relegated to the [*dead as a*] doornail file. So say prevailing notions but

recent research indicates otherwise.

Online consumers who received a printed catalog from any given retailer were nearly *twice* as likely to make an online purchase at that retailer's website. The finding comes from a comScore survey based on 6,400 responses from online shoppers. The reason for the sales windfall: *consumers seek print when they're ready to buy*. That is a fact supported by a field study by the Direct Marketing Association. Scoring the primary channels for generating orders, the research found that 60% came from printed catalogs, 24% were inspired by retail settings and only 9% arrived via internet.

The percent of sales by channel also showed print's pulling power. Paper catalogs accounted for 42% of sales, retail 20%, websites 26% and other channels 12%.

In a 2006 study of newspaper readers sponsored by the Newspaper Association of America, 78% reported that they use newspaper inserts to plan shopping and 76% say that these inserts have helped them save money.

It is clear that if you are not using print, you are missing out on big numbers.

### Print is Credible

The phrase, "get it down on paper" has never been more meaningful. Having words and images that you can examine, hold in your hand, review and show to others provide a degree of reassurance that no bit-and byte medium can match.

People love the speed and scope of the Internet, but the WWW's fleeting nature makes them wonder: Am I getting the fast shuffle here? And what's all this contradictory information? Conversely, our ink-on-paper medium is believable because print is real, print is timeless and print is focused.

An increasing number of marketers are leveraging print's high credibility by using custom publications to get their messages out and absorbed. More than 32 billion custom publications circulate annually in the United States according to the Custom Publishing Review's 2006 Annual Report. Total expenditures on the medium amounted to \$29.9 billion for the year. The researchers also found that 66% of people surveyed read custom publications and that 80% agree that custom publications contain useful information. They are believers because print is the credible medium.

## Print Puts You in Control

Telemarketing is the crudest form of cold calling and with the growth of do-not-call lists; its effectiveness has sunk to an all-time low. In fact, a *Time* magazine poll ranked telemarketing number four on the list of the worst ideas of the 20th century. Today, it has gotten to the point that many companies stay away from the phone because they don't want their reputations damaged by overeager telemarketers.

What happens with the right mix of print? Send prospects a personalized mailing that introduces the caller and lets them tell you the best time to call. Now you're putting the potential customer in control of the situation. There are no more interruptions at dinner. There is only a positive flow of information between the marketer and the consumer. The bond starts to get stronger, the relationship grows, and the sale becomes a natural progression of the power of print rather than a rude intrusion.

## Print is Personal

It's time to put each prospect's name up in lights, literally. Or use a skywriter to put your personalized message to them in the clouds. Or maybe you want to include a photo or the specific product in which they expressed interest. Print can do all that and more because print takes marketing personally.

Using variable data printing and one-to-one messaging techniques, relationship building can be leveraged by personalizing each and every piece of your print campaign.

According to a 2004 report by Interquest, the response rate for customized color direct mail campaigns ranged from 6% to 75% with an average of 21%. The response rates were on average 5.6 times higher for customized color versions than for simple mail merge applications. The more you individualize print, the more individuals you will inspire.

## Print is Everywhere

Print has been the world's favorite medium ever since a little-known monk asked Gutenberg, "How much do you want for that Bible?" We are used to being surrounded by print. We are comfortable with it and we desire it.

*Graphic Design USA* found that 9 out of 10 of the designers polled have worked in print during the last year. What's more, a total of 91% of the respondents' projects involved print exclusively or were comprised of a substantial print component. The survey also discovered that 71% of the designers' total work hours were devoted to print-driven projects.

Look at Event Marketing. It wouldn't be possible without print. Programs, posters, signage of all kinds, special commemorative publications—print is on the scene at ball games, motorsports venues, concerts, shows, fairs, museums, galleries and rallies. Wherever a crowd gathers, print can provide a platform for marketers and a fresh perspective for fans.

There is even evidence that we like print more than television. A study by the Magazine Publishers of America found that for 36 brands that shifted ad expenditures from TV to magazines, media effectiveness scores *doubled* over time.

These are important signs of a medium that is vibrant and valuable. That medium is print.

Adapted from "The Top Ten Ways Print Helps You Prosper," The Print Council, Washington DC.



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