

WHY PRINT?

Your quick two-minute guide to the world's most consistently effective marketing tool.

You encounter a lot more print than you likely realize each day. Print media is still a crucial part of our daily lives because of its availability, cost-effectiveness, sustainability, and oh yea - **it works**. People love print now more than ever and far from being a worn out media of days long past, it is a refreshingly real reflection of people and companies that consumers can hold, engage with, and trust.

Here's a quick run-down on what you need to know.

PRINT MEDIA IS GROWING

- There was a 31% increase on print spending in the US in 2017
- Packaging experienced the largest growth at 39%, followed by industrial and commercial print
- Digital printing, which allows consumers to run smaller variable pieces, now makes up over 50% of the market
- 2017 saw record numbers in new press and 'add-on' sales - this means print companies are investing more money into new presses, new finishers, and new specialty inks
- Print is no longer just ink on paper - it's metallics, dimensional overlays, letterpress, thermographics, UV coatings, AR integration, and even scented inks

PRINT IS SUSTAINABLE

- More than two-thirds of the energy used by US paper mills is renewable
- The forest products industry produces and uses more renewable energy than any other industrial sector
- With over a 66% recovery rate, paper is the most readily and frequently recycled renewable resource
- US forests have grown 58% in the last 60 years
- 94% of consumers believe that print and paper can be a sustainable way to communicate
- 79% think that reading from paper is nicer than reading off a screen
- 76% believe that print on paper is more pleasant to handle and touch when compared to other media

MILLENNIALS LOVE PRINT

- Millennials ignore most online and digital ads because they are so inundated with them that a physical ad is novel
- 84% of Millennials take the time to look through their mail each day
- 77% of Millennials pay attention to direct mail advertising
- 90% of Millennials think direct mail advertising is reliable
- 87% of Millennials like receiving direct mail
- 68% of consumers ages 18-24 react to advertisements in newspapers including coupons

PRINT IS EFFECTIVE

- Consumers don't have to opt-in for direct mail and it can't get caught in spam filters
- Mailers and print media stay in front of their audience far longer than an email does on average
- Print media feels more secure and trustworthy - its physicality means it can't be changed or overridden
- Print drives social media and online advertising
- People who read printed media as opposed to reading off a screen read more quickly, experience less mental fatigue, find it easier to concentrate, retain more of what they read, and score better on reading comprehension tests

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