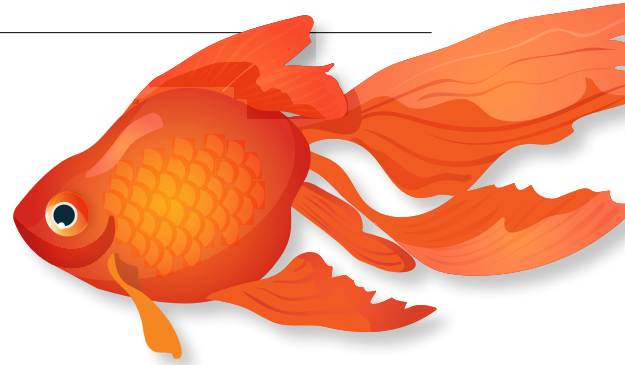




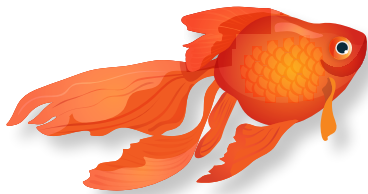
The true scarce
commodity is
human attention

-Satya Nadella CEO, Microsoft



In the digital age, where the news is limited to 280 characters and conversations take place in the form of emojis, our attention span has shortened.

It seems the ability to stay focused is now a superpower.



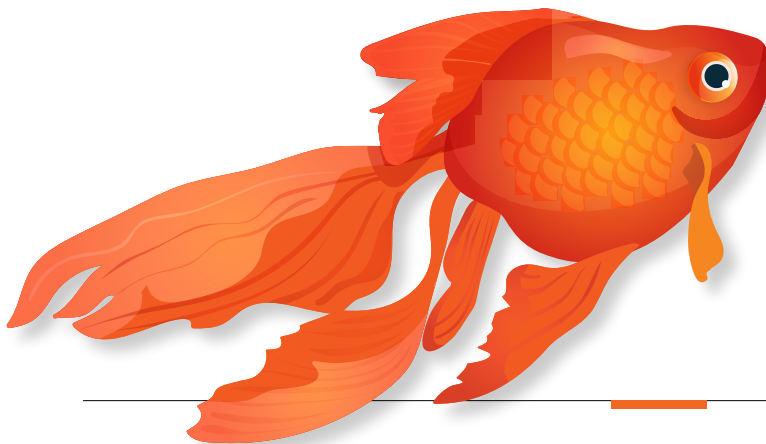


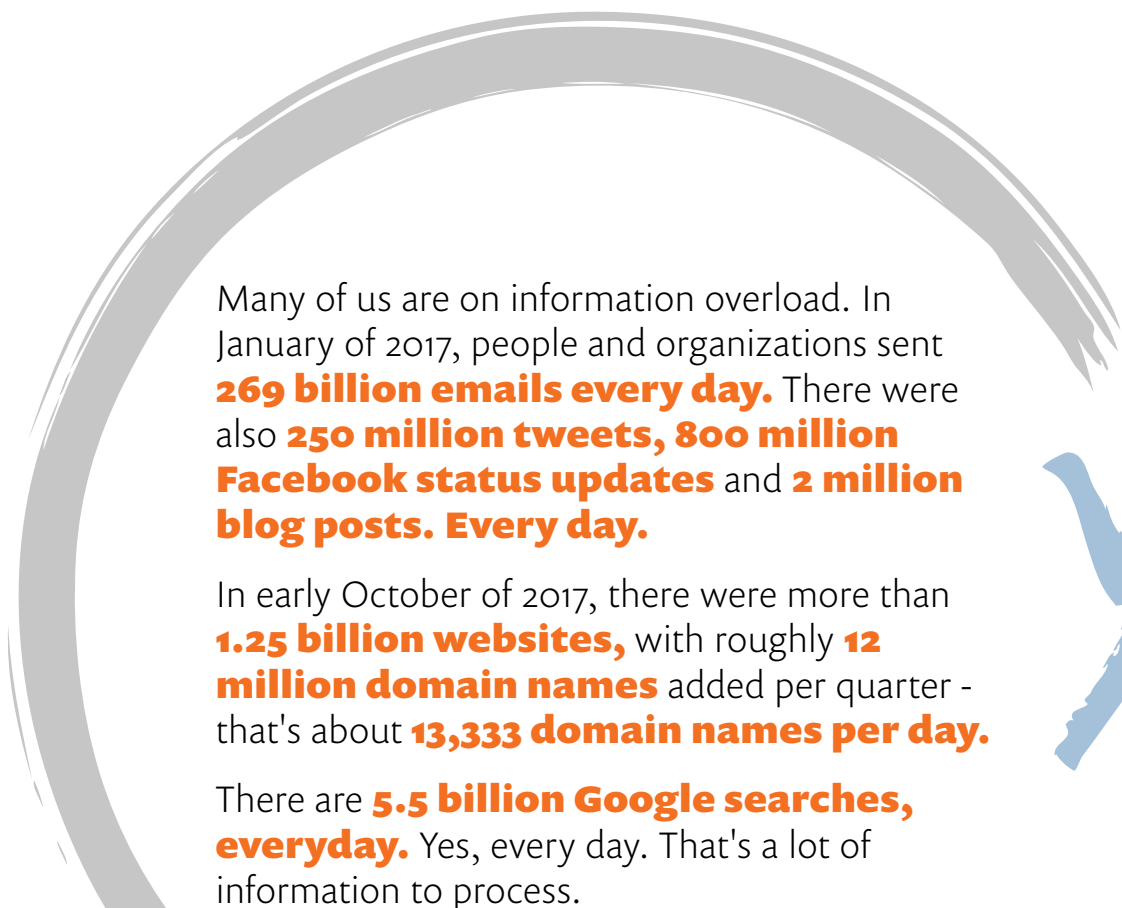
The average **attention span** for the notoriously ill-focused goldfish is **9 seconds**, but according to a study from Microsoft Corp., people now generally **lose concentration** after **8 seconds**, highlighting the **effects** of an increasingly **digitalized** lifestyle on the **brain**.

Heavy multi-screener find it **difficult** to filter out **irrelevant stimuli** – they’re more easily distracted by multiple streams of media, according to the same study. We’re unable to **filter** out the **irrelevant** information, so the junk, and the information we should probably be paying attention to, flows unfiltered through our brains, resulting in a sort of **informational soup**.

Not surprisingly, **25% of people forget major details** of close friends and family. Like phone numbers, addresses and birthdates.

Source: *An Empirical Study of Web Use*

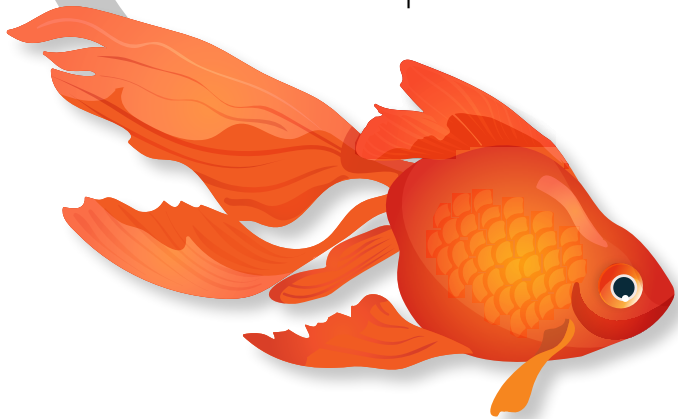
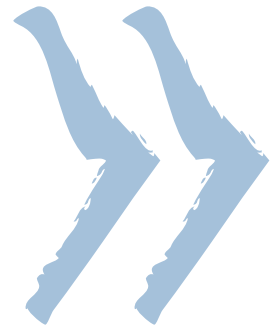


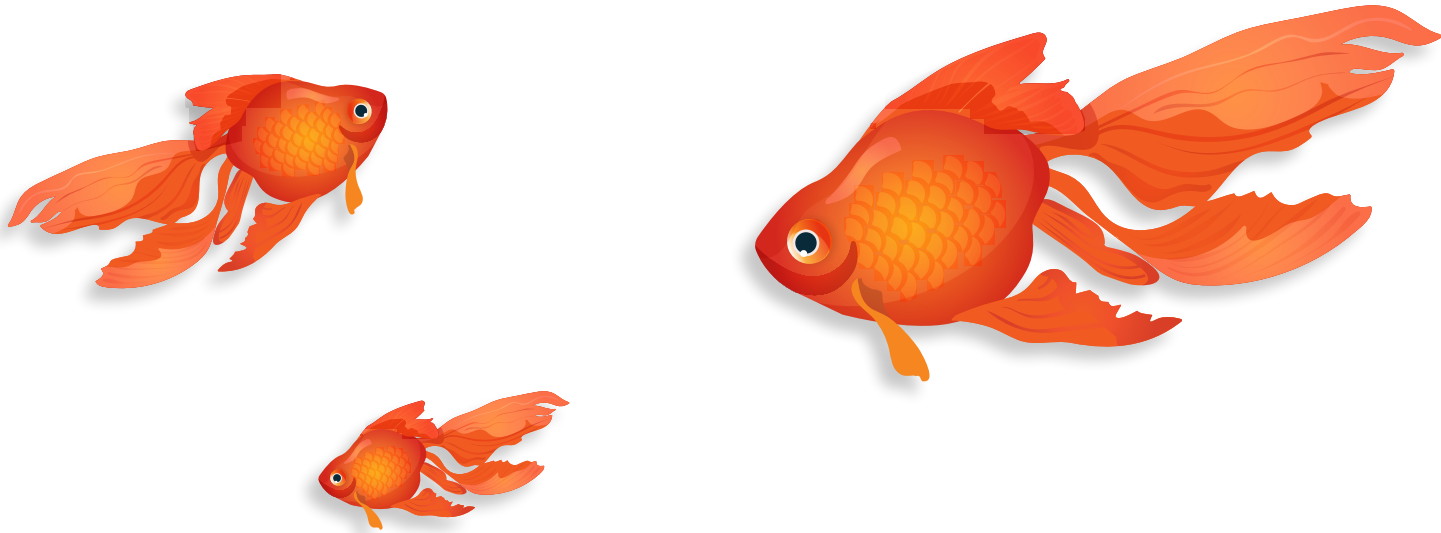


Many of us are on information overload. In January of 2017, people and organizations sent **269 billion emails every day**. There were also **250 million tweets, 800 million Facebook status updates** and **2 million blog posts. Every day.**

In early October of 2017, there were more than **1.25 billion websites**, with roughly **12 million domain names** added per quarter - that's about **13,333 domain names per day.**

There are **5.5 billion Google searches, everyday.** Yes, every day. That's a lot of information to process.

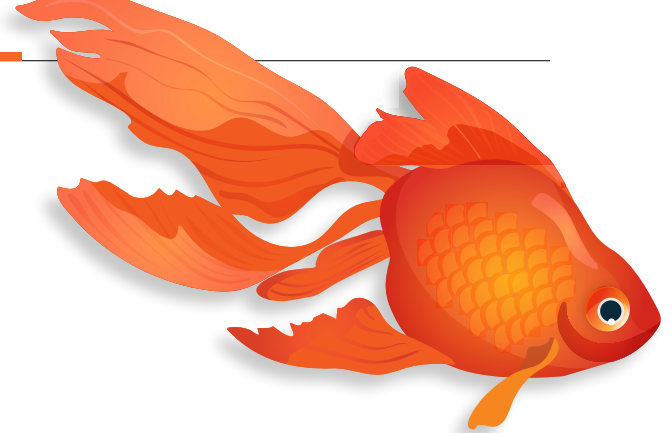
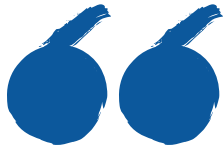




We're spending **more time online**. We're using our **mobile devices** more than ever, we're **consuming data** like it's our job and **digital eye strain** is a thing.

Experian recently conducted a survey of more than 50,000 mobile users and 10 million internet users in the U.S., 18 years or older, and here's what they found:

- » 9 minutes out of the average hour online is spent on entertainment sites
- » 5 minutes out of the average hour online is spent shopping
- » 9 minutes out of the average hour online is allocated to business sites, email and news sites



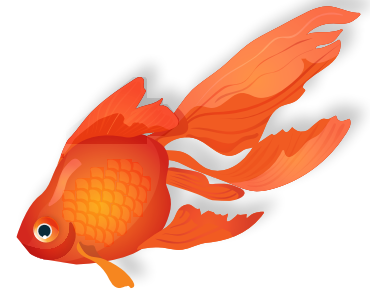
How do we absorb this enormous amount of information? We filter what we can. We skim. We view unconsciously. We absorb information in snippets (yes, that's a word). And we remember very little, because there is, quite simply, too much information to remember.

Research has shown that page views receive less than 4 seconds of attention and when the ideal number of words (111 or less) appears on a page, only 49 percent are actually read.

So, here's the digital formula:

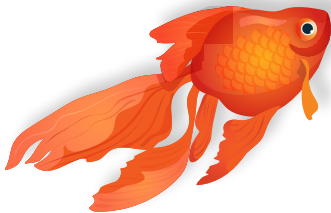
4 seconds and 54 words

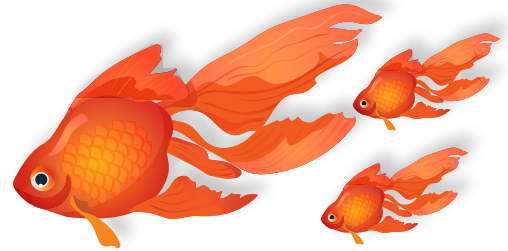




In a focus-challenged world, how do we reach people? How do we make sure we get even a small percentage of that elusive “top of mind” spot? Is there a **“secret sauce”** to all this?

The answer would be **“yes!”**



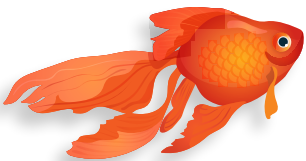


By definition, a **limited resource** has value, making it a **currency**. This economic concept, called **attention economics**, treats human attention as a **scarce commodity** because a person only has **so much of it**.

Harvard Business School Associate Professor, Thales Teixeira, has conducted research and published findings on how to **leverage this limited resource**. He promotes a scientific **consistency** to allow for a dependable, **repeatable** process that helps marketers **engage** more effectively **with their audiences**.

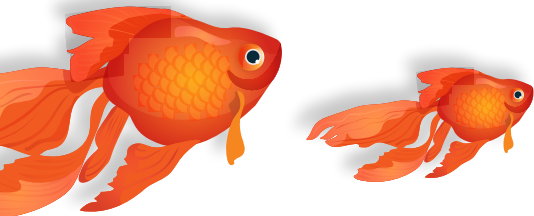
Teixeira stresses **two key concepts**:

- ❑ High-quality content in the form of information or entertainment
- ❑ Effective distribution





In the brave new world
of attention economics,
how we say it is,
apparently, equally
important as
what we say.





"**Digital media** is great, but we also need less mediated, more real experiences and I believe **print is better** at delivering that. **Magazines** offer the kind of **tactile engagement** you cannot find anywhere else. It **satisfies** the **senses** on many levels : **sight, touch, smell**. That's **unique to print**. Also in a world where everything moves so fast – driven by the **dictates of data** and the **digital world** – magazines provide respite from all that: a moment of **calm, contemplation, enjoyment.**"

Vincent Medeiros, Publisher, *Think Quarterly*



So, what does all this mean? As far as **distribution** of information – the stuff that makes us all **relevant** to each other in the **business** world – print is far from dead. In fact, it's becoming more and more **important** in reaching people.

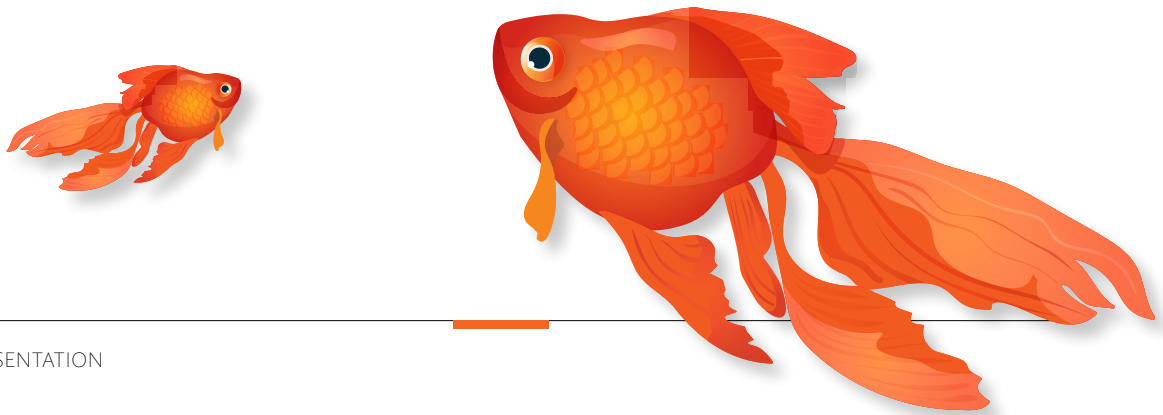
*Why? Because it **rises** above the noise.*





If consumers can integrate print and digital into their lives, so should marketers.

If you're considering ditching your print publication, thinking about starting a print publication, or just unsure of what to think about print's future, here's what you need to know:



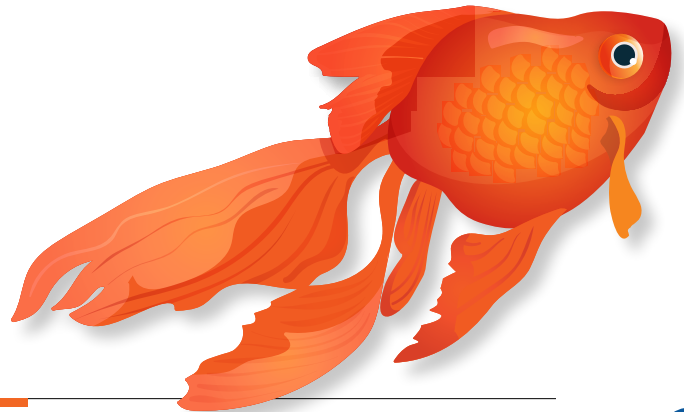
1.

Print = The Sensory Media Experience

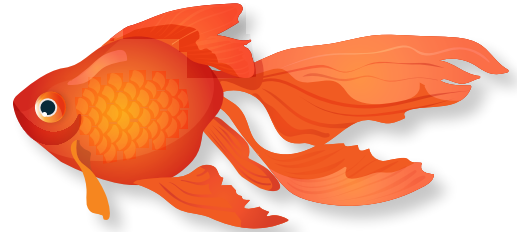
Perhaps the most important benefit of print media is tangibility. Many people prefer print, because they like the feel of paper. Having it in their hands means that the content is real, it exists. Print media is unique in its capability to trigger a number of senses.

Also triggering multiple senses will add to the effectiveness of print advertising. Martin Lindstrom, writer of Brand sense, says that

when brands appeal to more than three senses, message effectiveness will increase 70 percent. For your associate members – who joined your association to increase business opportunities – percentages like this is marketing gold. No fish pun intended.



2. Creating Engagement



The key to successful marketing is engagement, drawing your customer in through attention-grabbing content before rewarding them with a worthwhile offer or service.

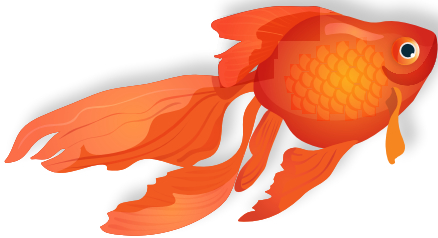
special offers and entertainment, all of which generate engagement between the reader and the advertised brands.

Advertisements are as much a part of the reading experience as the editorial content, with magazines and newspapers providing exactly the right context for a relevant brand campaign.

Print is a trusted source for news and other information and consumers take time to read a door drop leaflet, catalog or magazine.

Print media offers a host of content areas: news, information, education, inspiration,

3 Digging Deeper with Print



Recent neurological research has identified differences in ways people process information presented in print and on screen. **These studies have found that readers of print maintain their capacity to read longer articles since the reading situation doesn't offer so many distractions. Readers have full attention for the content.** This capacity – called deep reading – also cultivates deep thinking. The lack of distractions

when reading print allows the reader to get to the moment when he or she is fully engrossed in a substantial article in a newspaper or magazine.

Deep reading also has to do with the "topology" of articles; readers use the structure of an article, pictures, headlines and subtitles to navigate through the content. This structure helps them to more easily return to certain parts and remember the content better.

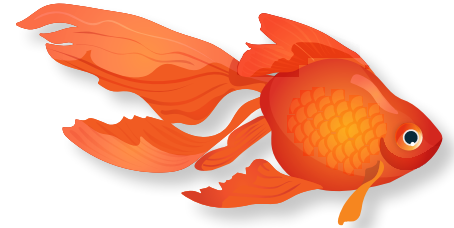
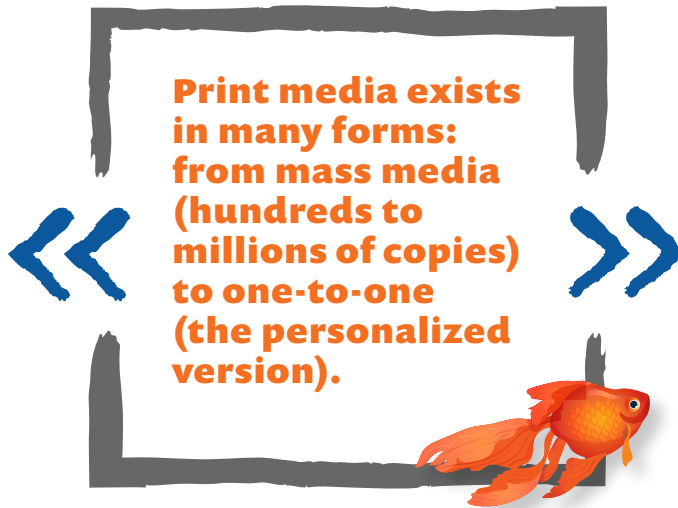
Integrating Paper and Pixels



4.

Social media describes what they do, Google will help them find whatever they need, they visit YouTube to watch the newest videos and sites, such as Amazon, to buy the products on their wish list. **Paper is now an ideal way to get readers online to, for example, the advertiser's website or Facebook page. With QR codes, Augmented Reality, Near Field Communication or digital imprints, readers can have immediate access to the most appropriate online page.** These technologies form a bridge between print media and a brand's online presence, inviting consumer reaction, feedback and purchase, all via a smartphone, tablet or PC. Such technologies increase the effectiveness of print media, as well as enhancing the consumer experience.

5. Talking to One or Many



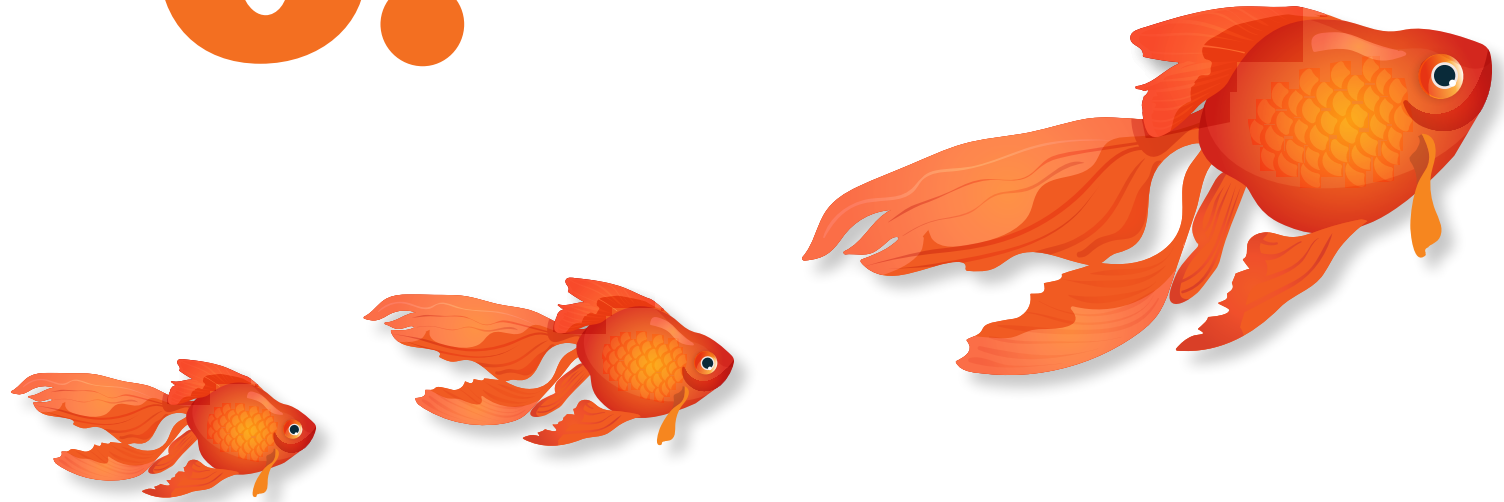
In between, there are formats such as the personalized newspaper or magazine – titles that have content tailored to the specific reader.

Modern digital presses offer marketers, media and advertising professionals the ability to print entire publications based on the profile and needs of

their consumers. **Or even to integrate digital content in a mass produced magazine or newspaper.** This personalization adds to the effectiveness of the print medium. Such flexibility and adaptability allows the marketer and brand owner to choose exactly the right print media for their brand.


6.

Adding Print Increases the ROI



An effective marketing campaign works best when print is used with other media as one element of an integrated solution. Research has shown that adding print to the advertising media mix will increase

the ROI of the overall campaign. Print media will not only add to the ROI, but it will also enhance the ROI of TV or online in the mix. BrandScience analysis shows that TV's ROI increased by 61 percent when used in combination with print advertising.

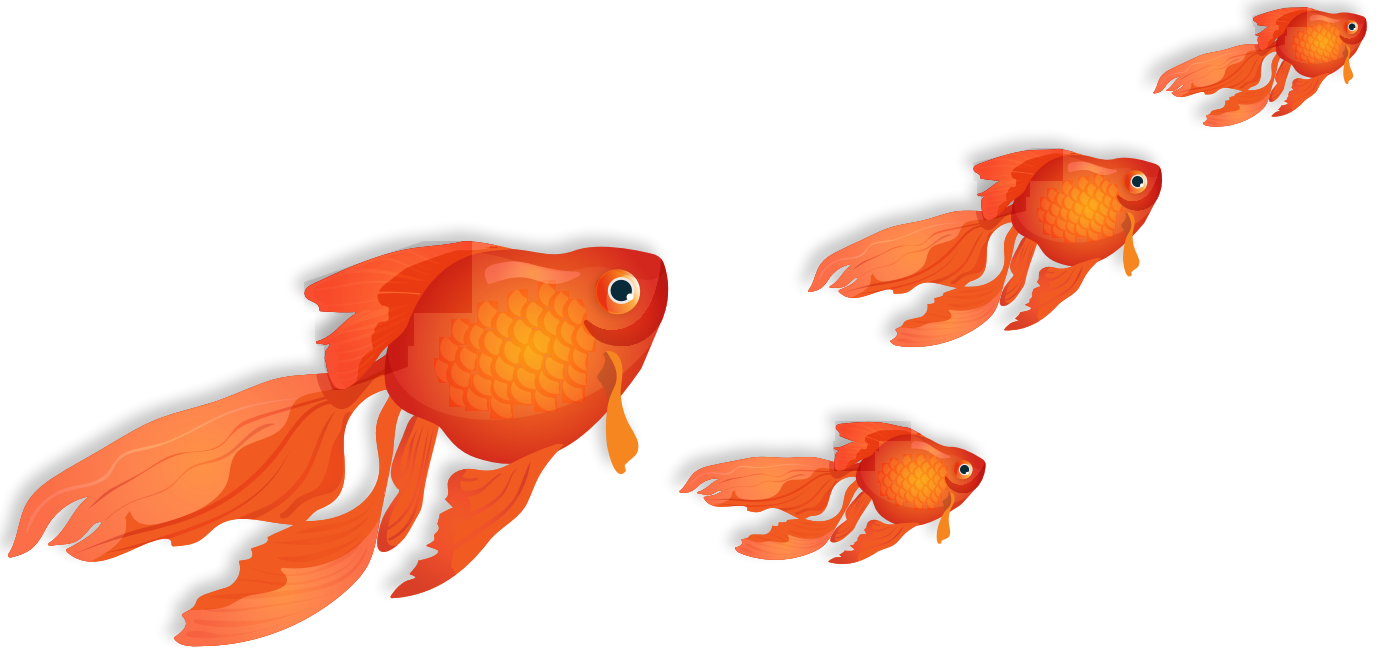


75% of B2B information-seekers say they rely on **traditional** and **new media** to **gain information** about their work, according to the Association of **Business Information** & Media Companies' **(ABM)** "Value of B-to-B" **report.**



"Digital entities are discovering that you cannot be a single platform," says Samir Husni, director of the University of Mississippi's Magazine Innovation Center. "Especially if you have already been in print, **folding your publication in favor of only digital is the kiss of death.** I used to ask people to name five entities that folded their print editions to go digital-only and still made business that you can write home about. Now I ask for only one. There aren't any."

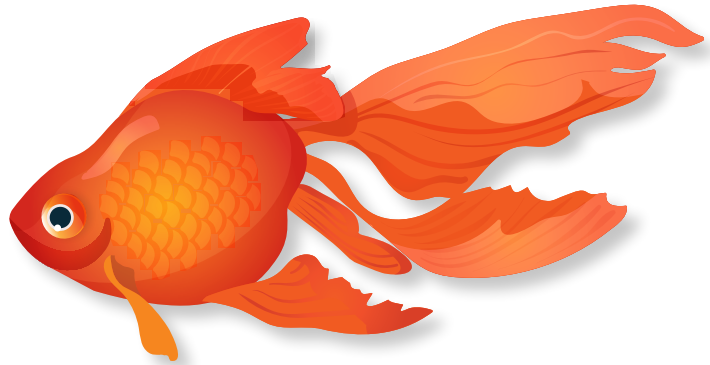




Which brings us to associate members, and why they join associations. The general consensus is that they want more business from your members. Your association is a target rich environment.

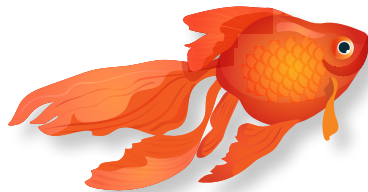
When examining print and digital magazine platforms, a survey of 3,500 consumers by IPC Media showed that print ads were more likely than digital ads to inspire a purchase – from a brick-and-mortar store or online. While it's

no surprise that digital platforms are more apt to trigger online searches for information on products and services, a healthy 57 percent of respondents say that print magazines inspire them to head online.



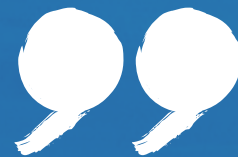
A Nielsen Catalina study for Meredith shows an average **ROI of \$7.81** for every **one dollar spent** on **print ads**. Almost half of those surveyed preferred to look at an ad in a print magazine, and **only 1 in 10** preferred to see the same ad in a digital version – and **none want to see ads in apps**.

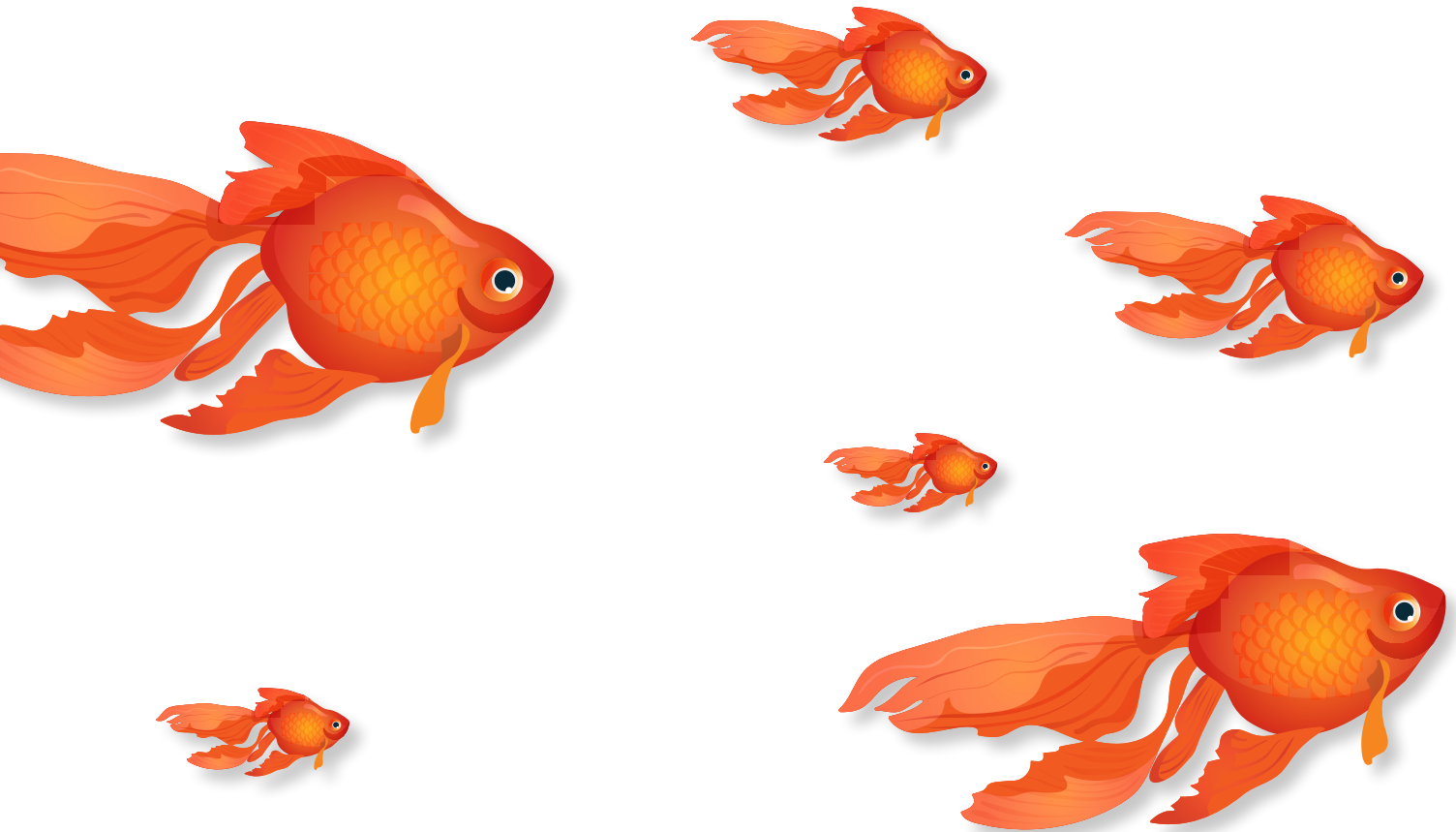
Print magazines are probably the **best way** for your associate members to **reach their target audience** for products and services – one of the main reasons – they **joined your association**.





“
Print and digital aren't at war.
When used **strategically**, print is
the **backbone** of an **integrated**
marketing **communications** strategy.
The smart thing is to **find the right**
mix of media that considers costs but
also **engages your audience** and
keeps them **connected**.”





Feeling a little competitive with the goldfish population?

A weaker attention span could be the side effect of the brain having to adapt and change over time in the presence of technology.

According to the **Mayo Clinic** however, there are ways to **improve our attention span** amid the ongoing texts, tweets, and other interruptions:

1. Drink More Fluids

A 2012 study published in The Journal of Nutrition found mild dehydration can cause you to lose concentration. It is imperative to stay hydrated even when you don't feel thirsty. Men should drink a total of 13 cups of water a day while women should drink 9 cups.

2. Exercise

A 2013 study published in the journal PLOS ONE found increasing your fitness level can do wonders for your attention span. Men who were part of a Spanish cycling team responded seven percent much faster than the less fit group in a computerized task. Exercising the body is exercising the brain.

3. Avoid Electronic Devices

A 2013 study found an office worker gets only 11 minutes between each interruption, while it takes an average of 25 minutes to return to the original task after an interruption. It's better to give a task a dedicated time slot to solely focus on your work and ignore the irrelevant. Technological devices that are within reach can easily lure you in to decrease your attention span.

4. Embrace Print

If at all possible print what you have to read. It's easier on the eyes, and the information you read on paper is much easier to retain and process.





Julie Shoop, ASAE VP, Editor-in-Chief of *Associations Now*, explains that although her **organization reduced the frequency of the magazine from 10 to six times per year, no one even discussed discontinuing it.** In fact, some **worried that reducing the frequency would negatively impact membership.** “We did not want to **lose mailbox members, the ones who only read the magazine and who aren’t likely to attend a conference or event or partake in a webinar, but who get value from and like the print magazine,**” she says.

“For an **association, that print piece is a really important physical touchpoint.** When **people have time to sit down and read, they’re not searching for an email newsletter.** They’re picking up what’s in **front of them** on the coffee table. Print has staying **power.**”



One of the least likely recent examples of an online brand adopting the "slow media" route has been Google, which publishes a print magazine called *Think Quarterly*. As the name implies, it is a quarterly magazine, billed as "*a breathing space in a busy world*" and encourages the exchange of ideas with the "lean back experience of print." Wait a minute ... Google?

"At Google, we often think that speed is the forgotten 'killer application'– the ingredient that can differentiate winners from the rest. We know that the faster we deliver results; the more useful people find our service.

But in a world of accelerating change, we all need time to reflect. *Think Quarterly* is a breathing space in a busy world. It's a place to take time out and consider what's happening and why it matters.

Our first issue is dedicated to Data – amongst a morass of information, how can you find the magic metrics that will help transform your business? We hope that you find inspiration, insights, and more, in *Think Quarterly*."

Matt Brittin, Managing director, Google

news/LINK
GROUP



use your words.™

www.thenewslinkgroup.com

855.747.4003