

Why Print Matters

PRINT VS DIGITAL: Difference in Human Response

Comparative analysis of the difference in human response to physical/digital media and its subsequent effect in the consumer buying process and purchase intent.



PRINT EXPERIENCE IS UNINTERRUPTED

With print, you do not have to worry about **annoying pop-ups** and push notifications that interrupt your flow.



People **multitask less** when they read print in comparison to online reading.



There is no ad blocking issue with print.



25.2% of all U.S. internet users used ad blockers to block ads on their devices in 2018.

This number is expected to reach **27.5%** in 2020.

THE VALUE OF PRINT FOR Visual/Brand Centric Industries and Specific Segments

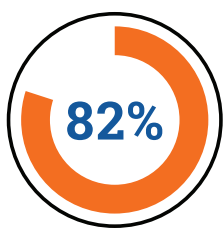
Print **works better** for products and services with longer **consideration** times.



41% of all Americans **over 65** are not internet users, meaning that they do not go online at all.

CONSUMERS TRUST PRINT ADS

Print is the most trusted advertising channel today.



of people who want to make a purchase trust print ads the most.

39%

of customers first try a business because of print.

10%

more customers will visit an advertiser's website due to an effective print ad.



of all American adults look forward to checking their mail.



of them open almost all of their mail.



immediately act on the mail they receive.