

Ink Link

HOWARD PRINTING

FIBER SPACE

Internet advertising is now the fastest growing segment of the marketing industry. It is growing at a rate of 19% per year vs. print (3.5%) or broadcast, which is in negative growth (-2.5%). There is no doubt that e-commerce is booming for retailers. But interestingly, customers still rely on traditional print media to direct them to the Web. And once there, shoppers who first turned to print actually bought more than online shoppers. How did retail shoppers purchase last year?

- 42% paper catalog
- 26% Web
- 20% in-store
- 12% other

When it comes to general business, studies show that trade journals, events and direct mail are rated the top three most effective ways to brand a company or its products, and to generate sales leads—all three of which involve print.



Magazine Publishers of America notes that in 2006 alone, 1,500 new magazines launched and that 84% of U.S. adults are reading an average of nine titles per month.

Accordingly, a study by Stora Enso Paper

Company showed that

“print is now the largest driver of traffic to the Web—underlining a connection between fiber space and cyberspace.” While the magazine market continues to thrive, other print for marketing such as direct mail and publication inserts is producing solid results. This clearly points to the fact that the two elements work well together. A mailing directs the reader to the Web, while at the same time satisfying most readers’ preference to do their heavy reading of ink on paper rather than on a monitor.

Why does print prevail? We’re still in love with catalogs and magazines—colorful books filled with pictures of things we want, need or dream about—arriving at our door 12 times a year.

www.howardprinting.com

KALAMAZOO, MICHIGAN, USA



JANUARY 2008

Thinking of inking something soon?

Call us for a free consultation about how we can help make your printed materials stand out from the crowd.

269-329-0022 • 800-968-4726

