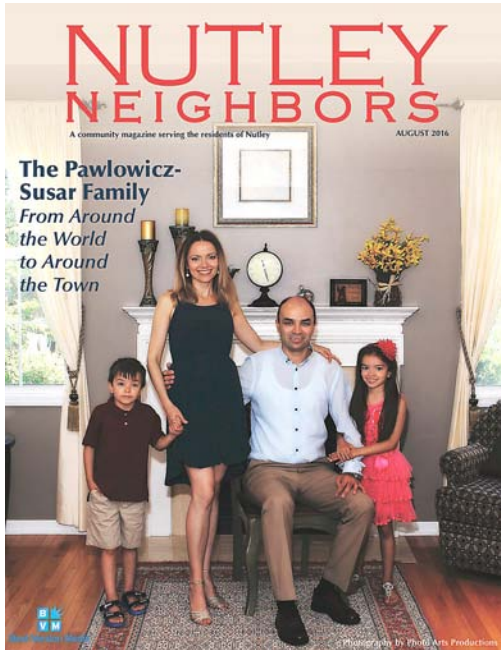


# 8 Reasons Why Print Branding Works



## Prestige

Print is tangible. An article or advertisement appearing in print is more respected and credible.

## Trust

Readers trust print more than the web in almost every area according to Ad Age. In some cases, people are 7 times more likely to turn to print than similar web sites.\*

## Clearly Defined Target Audiences

Magazines have clearly defined geographic, demographic and lifestyle audiences. You can be sure your ad is reaching the right audience at the right time.

## High Engagement Rates

When someone is reading a print publication, consumers aren't doing much else. Magazines are the exclusive/primary medium 85 percent of the time they are used by consumers.\*

## High Ad Recall + Branding

Magazine ads have the second highest receptivity of any media; second only to TV. Unlike TV however, a magazine ad can hold the attention of the reader for as long as he or she wants, keeping them in control.

## Multi-distribution + Longevity

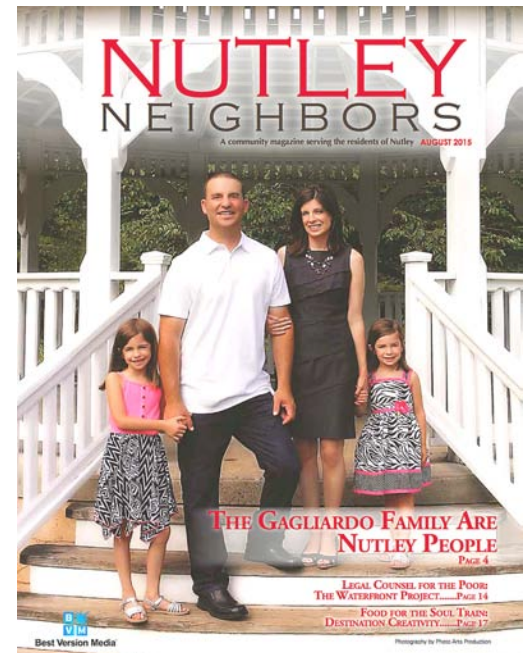
Magazines get shared and passed on in households and among friends. They stick around for more than 30 days and have higher frequency than digital or mobile advertising

## Print Persuades Purchase Influencers

"Influential consumers" (those who sway the purchasing decisions of others) are motivated by print. 61% of those reporting say they are influenced by magazines.\*

## Print Drives Online Search

47.2 percent of shoppers are most likely to start an online search after viewing a magazine ad.\*



Source: Mediabuyers.com, MediaVest, Folio Magazine/Ball State University, MRI Survey of the American Consumer, Retail Advertising and Marketing Association

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