

# DID YOU KNOW

BVM doesn't choose print media because we don't love other mediums, but rather because we know that print advertising is the best method for local businesses to reach their target audience. Here's why:

## PRINT MEDIA IS TRANQUIL & ALL-ENCOMPASSING.

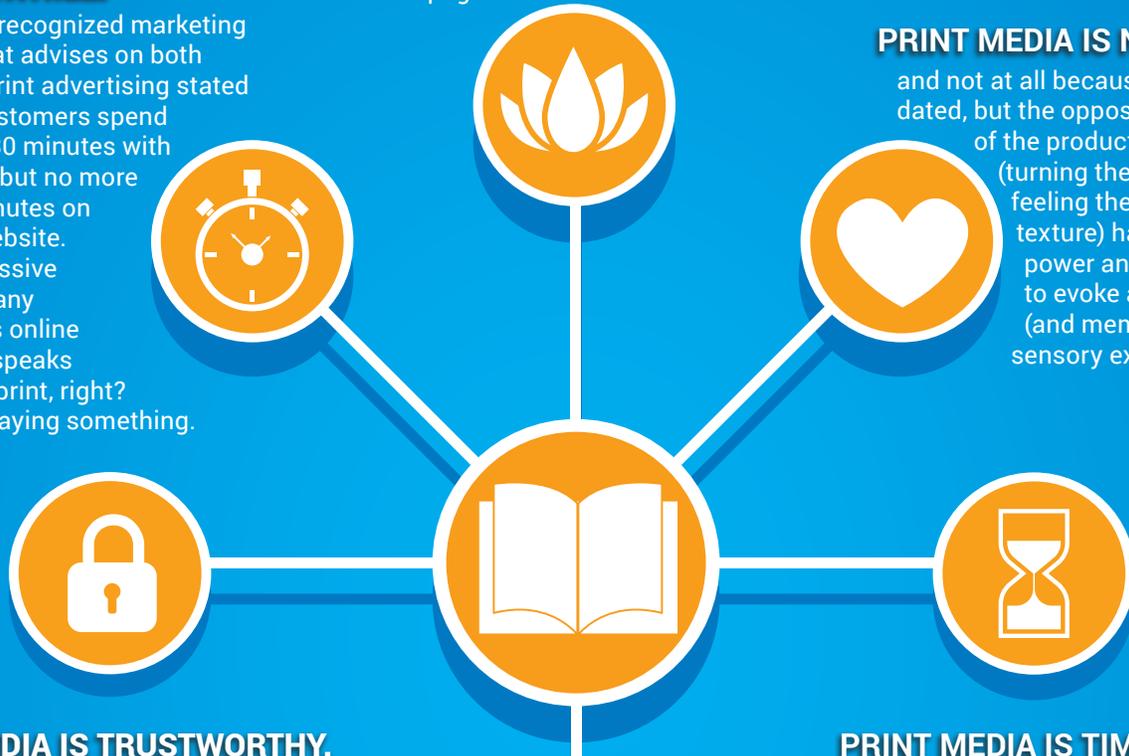
Readers pick up a magazine and enjoy calmly reading its contents cover-to-cover. There are no pop-ups, no interruptions. Your audience becomes absorbed by what is on each page.

## PRINT MEDIA IS WORTHWHILE.

A nationally recognized marketing company that advises on both online and print advertising stated that print customers spend on average 30 minutes with a magazine, but no more than two minutes on any given website. Pretty impressive that a company that features online advertising speaks so highly of print, right? Now that's saying something.

## PRINT MEDIA IS NOSTALGIC,

and not at all because it is out dated, but the opposite: the feel of the product itself (turning the pages, feeling the glossy texture) has staying power and the ability to evoke a positive (and memorable!) sensory experience.



## PRINT MEDIA IS TRUSTWORTHY.

The same marketing company also noted that over 50% of all consumers trust print advertisements more than digital. By appearing in a magazine month after month, the reader becomes familiar with you and is drawn to you as a trustworthy source of information. You're not just another pop-up window to close out of.

## PRINT MEDIA IS TIMELESS.

In the days of constant notifications, print media appeals to the public's innate need to unplug and unwind. Magazines remain on coffee tables because they foster quality, lasting connections between the authors, advertisers and the readers.



The Internet might be the most accessible form of media available to consumers today, but it is far from being the most reliable. Think of the websites you frequent: you are bombarded with flashy ads, timed pop-ups and aggressive attempts to pull your attention away from the content and toward the advertisements – which, in turn, becomes more annoying than effective.

Even online blogs praise print media because consumers **TRUST** print media. **PRINT ADVERTISING** makes a huge difference in the success of **YOUR** business.