



PRINT ENGAGES CUSTOMERS

Surprisingly, Millennials—the most digital-savvy generation—find print particularly engaging.

What you need to know

- 58% of Millennials enjoy looking at ads in magazines.¹
- 49% made a purchase because of something in a magazine.²
- 49% of Millennials took print coupons with them to the store in the past 30 days.³
- 82% of Millennials read direct mail from retail brands.⁴
- 50% of Millennials love and look forward to receiving retail catalogs.⁵
- 49% of Millennials wish that some companies they do business with had a catalog.⁶
- 40% of Millennials buy more from companies when they receive a catalog.⁷
- 42% of Millennials prefer political mail over other forms of political advertising, and political mail prompts them to take action. Because of political mail, 66 percent of millennials are likely to research the candidate, with 54 percent visiting the candidate's website.⁸

¹⁻⁷Quad Graphics, "Millennials: An Emerging Consumer Powerhouse," December 2015

⁸ United States Postal Service and the American Association of Political Consultants (AAPC), "Political Mail and Millennials: Young Voters Paying Close Attention to Direct Mail," May 2016

Customers can also be engaged through printed packaging.

To learn more scan the QR code or visit <http://bit.ly/PrintGetsNoticed>



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