



PRINT
IS A KEY
STIMULUS

Print stimulates store traffic, website traffic and sales.

What you need to know

- **Direct mail gets noticed**—66% of direct mail is opened; of that, 82% is read for a minute or more.¹
- **Catalogs influence online and instore purchases**—62% of customers receiving catalogs who made a purchase within the last three months were influenced by the catalog.²
- **Printed fliers stimulate sales**—92% of consumers get ideas for household shopping trips from the printed fliers they receive.³
- **Magazine ads increase sales**—Households exposed to the magazine media campaign spent significantly more than those not exposed (test vs. control). The average positive ROI for every media dollar spent was \$7.45⁴

¹InfoTrends, "Direct Marketing Production Printing & Value-Added Services: A Strategy for Growth," December 2015

² Ibid

³ Canada Post, "Breaking Through The Noise," 2015

⁴ MPA The Association of Magazine Media, "Magazine Media Factbook 2015"

Because print does such a good job stimulating sales, it's no wonder it's alive and well.

Watch video: Scan the QR code with your smartphone, or go to <http://bit.ly/KeyStimulus>



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