



Spread the word about print. Post this prominently.

Be prepared

When clients say:

“We think digital is a more effective marketing tool than print.”

Tell them:

Actually, print is a valuable part of the marketing mix...

+20% • **Direct mail is far more persuasive** than digital media; it has a 20% higher motivation response.¹

66% • **Print gets read:** 66% of direct mail is opened, with 82% of these pieces being read for one minute or more.³

77% • **More people open print magazines** (77%) – and view ads that are in them – than digital publications (49%).²

92% • **92% of consumers** say they get ideas for household shopping trips from printed flyers.⁴

And share these resources from the ChoosePrint.org website:

¹ *A Bias for Action: The neuroscience behind the response-driving power of direct mail* (study from Research page)

² *What did Virginia Tech Learn about Digital versus Print Publications?* (article from Free Resources page)

³ *Has Digital Advertising Rendered Direct Mail Obsolete?* (article from Free Resources page)

⁴ *Breaking Through the Noise: How direct mail combines the intimacy of ritual, the impact of physicality and the power of data driven relevance to send a signal that resonates* (study from Research page)

