

Print is...
**The Creative
Professional's
Choice**





Consider these facts

about how vital print is to creative professionals:

Unique: Creative professionals are “deeply committed” to print. They value print because of its unique characteristics—it’s tangible, intimate, sensual, portable, permanent and trustworthy.

Popular: 93% of creative professionals surveyed, including graphic designers, work in print as part of their media mix.

Common: 73% of creative professionals, including graphic designers, work on projects that involve print, and 68% of their total work hours are devoted to print-driven projects.

Dominant: 81% of graphic designers report that the majority of their projects include print, and 83% of these designers spend the majority of their time on print-driven projects.

Eco-Friendly: 58% of graphic designers specify environmentally-friendly paper.

Learn more at
ChoosePrint.org

SOURCE: Graphic Design USA, June 2009. www.gdusa.com



<http://bit.ly/ChoosePrint02>

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