

Print is...
Effective



Consider these facts

about why print is a popular marketing tool:

High ROI: 7 to 1 Return on Investment for catalog direct mail advertising.¹

Strong Response Rate: 2.24% direct order response rate for printed catalogs, compared with just 0.48% from emails. In fact, catalogs have the second highest response as a marketing option, after telemarketing.²

Vast Customer Acceptance: 78% don't mind marketers selling products and services through custom publications—as long as the information is interesting.³

Excellent Sales Vehicle: 63% of consumers report that they bought something they saw in a custom publication.⁴

Primary Sales Channel: 60% of merchants surveyed said that catalogs are their primary sales channel; websites came in second at 20%.⁵

Learn more at
ChoosePrint.org



1 DMA, The Power of Direct Marketing, 2008-2009

2 DMA Response Rate Report

3 Custom Publishing Council, "Americans' Relationship with Custom Publications and the Companies that Provide Them: 2009 Update"

4 Ibid

5 2008 DMA Study, State of the Catalog Industry



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5800 S. Eastern Avenue, Suite 400
Commerce, CA 90040-4021