

Consider these facts

about the impact of direct mail in marketing:

Print Gets Read: 80% of households either read or scan advertising mail sent to their household.¹

Print is Enticing: Print is #1 in enticing consumers to make a purchase, then television, and lastly email.²

Print Increases Sales: Print has a surprisingly strong ability to influence sales...

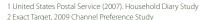
76% of internet users surveyed have been directly influenced to purchase an item or service thanks to a direct mail piece.³

75% of 25 to 34-year-olds have made a purchase resulting from direct mail.⁴

62% of 18 to 24-year-olds are also most likely to be influenced by direct mail.⁵

Learn more at **ChoosePrint.org**





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Watch video: Scan the QR code with your smartphone You may need to get a QR code reader from the app store.

No smart phone? http://bit.ly/PrintInfluentia





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