



THE STATE OF PRINT ADVERTISING REPORT

WHY THE PRINT INDUSTRY STILL WORKS FOR ADVERTISING



While opinions in current advertising and media might suggest otherwise, research shows that print media is the one of the best mediums for return on investment (ROI). There are various reasons why people prefer using print media, from the appeal of reading off the page, to the perceived credibility of print. The print format is also more accessible for many than digital media and it can be more effective in reaching a specific target audience. Here are some facts about print advertising.

1

Print adverts have the advantage over digital advertising because of the fact that they are in a physical format that can be kept for months, or even years. Readers of print media are also more likely to save adverts for their own use, or to pass them on to another person.

2

Print media has a sense of credibility that is hard for digital advertising to emulate. That's why successful businesses like Airbnb and WebMD have extended their offering to include print. While digital advertising continues to grow, and thus creating more noise and information overload, print media is showing increasing better ROI.

3

For small companies, advertising in print media can be an affordable, effective and targeted option. Although there is an outlay cost this should be judged in terms of future ROI, cheaper advertising options will not necessarily deliver the same returns.

4

Since many companies have moved their advertising to digital, it may be easier and cheaper than ever to give your product a platform by means of print media. Not only will there be less competition for your advertising spot, it will also stand out more.

5

Research shows that print advertising yields a better ability for readers to recall material in general, and brand name recall in particular was higher for print media than digital. The advantages for print advertising are clear: if readers can see your product easier and remember your brand name they are more likely to buy it.

6

Research shows that magazine readers have more disposable income. Studies also show that customers that responded to print advertising spend more, which makes sense because they have already shown a willingness to engage by acquiring the magazines and reading them in the first place.

7

Focusing on a target market can be done by putting advertisements in specialised magazines. For example, placing adverts for your home improvement products in a general women's magazine would be hit and miss, but featuring them in a home décor or home improvement magazine is likely to elicit much more interest.

8

Print advertising has also been shown to increase sales. In this study 75% of consumers read about a product in a print catalogue before visiting the website to buy it.

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Linking online digital advertising with print advertising will help you get better results. Studies found that ROI was 163% greater for those that incorporated print in their marketing, versus those that used only digital.

10

Where online campaigns are effective in identifying potential consumers with specific needs, print is much better in creating needs in targeted audiences. This is the true power of print.



Now that you know the facts about print advertising, have you considered using it for your home improvement business? HOMEMAKERSfair is the leading home-improvement magazine in the country – a direct response catalogue of diverse home-enhancement products and services, which has produced exceptional results for the entire home-improvement related industry for over 35 years.

Our research shows that 97% of survey respondents who received our publications read them immediately, 83% said the publication is read by more than three people, and 78% keep copies for future reference for up to six months. Advertisers enjoy a steady flow of leads on a daily basis and can effectively measure response and analyse return on their monthly investment.

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