



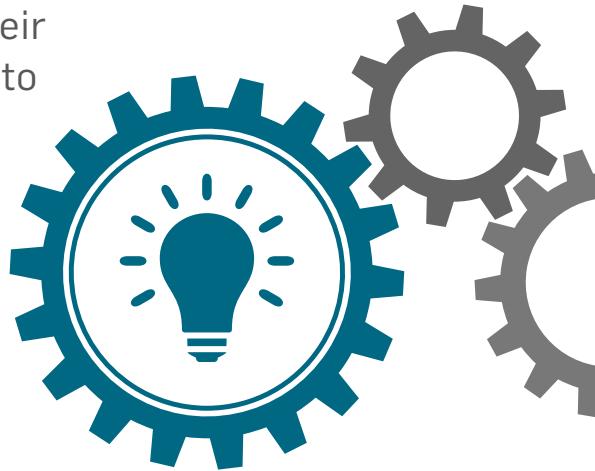
THE **PRINT** MARKETING **EFFECT**



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Consumers crave print media.

Whether it's computers, phones or tablets, the average consumer spends most of their day staring at a screen. The brain reacts to digital and print media in different ways, and research shows that viewing print media makes the brain a whole lot happier. As an advertiser, this means print can help you reach a more captivated audience. Here are the stats:



- Print media is more effective than digital media when it comes to buying patterns. Readers are also able to recall brands at rates up to **70% higher** in print versus digital.
- Programs have also found that in a problem-solving situation, people are able to work more cooperatively when they don't have sites like Google to look things up. They are able to keep fresh perspectives and be more open and creative with their thought processes.



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Print ads lead to decisiveness.

Print ads drive viewers to act. Readers viewing print media are exhibiting more purchasing behavior than those simply consuming digital media. That's because engaging in print is a more relaxed activity – one that does not include being bombarded with pop-up ads or distracting page redirects. A print reader is giving the medium their undivided attention, which makes it the most effective for ads with the goal of inspiring action and purchasing.



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Print gets you the most bang for your buck.



Now that we know that print advertising is better for the brain and good for decision making, here comes the best news of all! It can actually

deliver more results for less

money. Digital advertising costs a pretty penny compared to print. This is because the ads need to consistently run on different platforms, and it's the more in-demand marketing method nowadays. In comparison, print delivers strong sales numbers and usually involves a small one-time payment. Purchasing print ad space is the smart choice for your budget and brand!



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Interested in adding print advertising to your marketing plan?

Visit asiadvertising.com to see what ASI® has to offer.

Sources:

Dooley, Roger . "Scientists Get Closer to The "Buy Button" in The Brain with Angelika Dimoka, Paul Pavlou and Vinod Venkatraman.

Dooley, Roger. "Paper Beats Digital In Many Ways, According To Neuroscience." *Forbes.com*.

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