



# PRINTegration: Why Print Must Be Part of Any Digital Strategy

Find out why you need print to reach your goals and how it drives your online results.



# Your Strategy MUST Be as Diverse as Your Audience

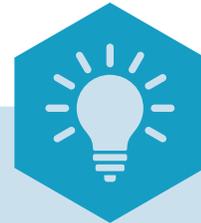
Advertising isn't just about selling – it's about branding. The true power of branding exists when you reach your prospective audience many times in multiple ways, embedding your brand in their minds. Then, when they need to research a product or make a purchasing decision, they'll think of you.

The prospects in your target audience span multiple age groups and get their information from many media forms. They are diverse, so your marketing plan must be equally diverse to reach them.

If you want to reach your target audience and stand out from the crowd, you need to do something your competitors aren't. You need exposure in front of your audience in every way possible, and you need to use different media to drive your prospects to take action.

The modern marketer knows the importance of integrating print into your overall campaign ... we call it: **PRINTegration**.

Print drives online browsing, shopping and buying. If you want prospects to visit your website and check out your products in ESP®, you need to be advertising in print and digital media.



When print was added to the marketing mix, **BRAND AWARENESS** WENT UP **15%**<sup>1</sup> as much as

# Magazines Matter. Really? YES!

**Is digital important and used a lot? Yes.**

**Does that make other forms of advertising obsolete? Absolutely not.**

Want proof? Pick up a popular magazine that's been around for decades. Page through it. You'll see dozens of pages of well-known brands in ONE magazine. There's a reason for it.

Magazines, when added to digital campaigns, boost the effectiveness of your overall campaign. They help move products and drive your ESP strategy.

## The Brains Behind Print Advertising

Think about it ... you're competing with up to 3,000 suppliers in ESP and other product sourcing tools. In a single issue, you compete with dozens instead of thousands. Where do you have a better chance to be seen? The odds are in your favor in print.

There is a strategy to advertising in magazines. **Here are a few tips:**

**TIP 1: Check media kits to see when the most important issues are published, and reserve space in those issues.**

**Why?** Popular issues are the most read, kept and referenced. You guarantee more exposure by reserving in these issues.

**TIP 2: Select magazines that publish content relevant to your products and target prospects. Ask the publisher to provide reader statistics.**

**Why?** You not only want to reach a large audience but also the right audience. Don't advertise just to advertise. Make sure your ad appears where top distributor salespeople look.

**TIP 3: Do high-impact advertising that makes you immediately stand out, like a bellyband, tip-on or insert.**

**Why?** Even if a recipient doesn't open the magazine, they'll see your bellyband or tip-on, and even if they just open the magazine once, they'll go right to the insert.

## SPECIAL AD TYPES

**Bellyband:** An ad in the form of a thick band of paper that is wrapped around the magazine and must be removed for the magazine to be read.

**Tip-on:** An ad that is adhered to the cover of a magazine.

**Insert:** An ad that is a thicker stock of paper than the pages of a magazine. When the magazine is opened, the reader naturally goes right to the thick page as it acts like a page-sized bookmark.



Bellyband



Tip-on

# Clicks vs. Brand Building

If you only focus on your digital strategy, you'll only get your products in front of some of the salespeople in the **\$23.6 billion industry**. You also assume your target audience is only online and never looking anywhere else. And guess what? A lot of your competitors are doing the same thing! It's time you step up and stand out with print. Results are going to be different – that's a fact. They aren't as easily and instantly measured, but there is a way to find out if it's working. Here's how to measure it:

## #1 Get undivided attention.

If your digital ad is on a page with a bunch of other ads while the user is taking another action (searching, shopping, researching, etc.), you are relying on yours to draw the attention. With print, you have undivided attention that readers give to magazine content, rather than multitasking like they do when consuming digital content. Print is all about consumer engagement, where people are physically holding the ad in their hands.

## #2 Look for increased clicks in ESP and traffic to your website.

People still measure digital with click-thru and conversion rates. With print, look when your ad runs and compare it to your web traffic.

## #3 Allow for time.

Time turns into long-term customers. In addition to your target audience, there's a pass-along audience that accumulates over weeks. Although it's not a quick result, prospects that take time to acquire are likely to be more loyal and trusting. Patience is required, but a print ad's value extends well beyond its cost per impression.

## #4 Tie content to the readers.

Readers are in different mental spaces when they choose to engage with a printed magazine versus digital content. Magazines serve as education and informational. Suppliers like you add value to publications because when a distributor reads specific content, your brand and products will be there. Your print ad strategy will excel when you directly tie it into the publisher's focus.

**Example:** An apparel brand can promote their product near content that talks about sports-related gear – potentially helping distributors make the connection and opening them up to an entirely new market they might not have considered before.

## Print & Digital Sittin' in a Tree ...

Like mac and cheese, Barbie and Ken, Sonny and Cher ... these things are great on their own, but it's no secret they're better together. In a similar way, your strategy needs more than one channel to reach its full potential and audience.



**\$3.94 average**  
return for every dollar  
spent on magazine advertising  
in print, the highest  
of all marketing media.<sup>2</sup>

# Digital Perks

**Cost:** Online banners and digital ads can be relatively inexpensive, and you can tailor your ad package to your budget or preference. You can isolate ESP categories or only advertise in relevant e-newsletters to deliver your message.

**Immediate Response:** Digital ads provide the convenience of receiving almost an immediate response to the ad's effectiveness. You can create several different messages and easily optimize your budget depending on what worked.

**Quick Edits:** It's simple to update and get your business's message out frequently.

**Audience:** Engage with different types of consumers and target certain demographics.

**Scalable Marketing:** Set a specific fixed budget for online marketing.

**Interactive:** Comment, like, share and engage in conversation with your customers.

# Print Perks

**Target Market:** Your ad will run in a contextually relevant environment and connect with distributors.

**Tangible:** Not only is there the tactile experience that most readers crave, but print tends to stick around longer, extending the life of the ad and message. Physically flipping through pages of a familiar medium makes our response more positive. Studies show that through physical interaction, we are able to retain information much better, with the average open rate for direct mail being 91%, compared to 11% for email.<sup>3</sup>

**Credibility:** Magazines are credible mediums backed by media companies whose purpose is to give you the information you need to become more successful. Since some people are wary of clicking on digital ads, print ads are viewed as more trustworthy.

**Authenticity:** Printed products offer a great break from staring at smartphones, laptops and tablets, making it feel much more genuine and authentic.

**Added Value:** Physical printed products cause activity in the brain areas linking to desire and value, showing a greater emotional response, while also being able to engage the viewer for longer. This was scientifically proven in a research study by the U.S. Post Office.



Purchase intent  
increases 17%  
when magazines  
are a part of the  
media mix.<sup>1</sup>

# PRINTegration Works

The gaps that digital leave are filled by print and vice versa – it's another reason why PRINTegration works.

We are in an information revolution, powered by the intersection of two of the most powerful ways to communicate: print + digital. Successful marketers and business owners look past the constant pursuit of impressions, clicks and likes and develop fully integrated print and digital campaigns to create an engaging experience for distributors – wherever their customers are.

ASI® magazines are full of award-winning editorial content specifically for the promo products industry. The readership includes 77,700 distributors willing to give you their undivided attention. There's no better complement to digital advertising than print! With popular issues and product-specific showcases, you can strategically plan your advertising to maximize exposure in front of your desired audience. Make PRINTegration work for you.

## COUNSELOR®

**9+ years** – average readership length

**100%** of Top 40 distributors subscribe

**86%** have taken action based on something they read in *Counselor*®

**\$13M** total buying power of *Counselor* subscribers

## ADVANTAGES®

**73%** read three out of four issues

**100%** of Top 40 distributors subscribe to *Advantages*®

**77%** say *Advantages* is the best for marketing advice and information

**88%** have taken action based on something they read

## WEARABLES®

**92%** choose *Wearables*® for apparel purchases and decorating decisions

**88%** go to *Wearables* for new products

**82%** say it contains relevant advertising

**91%** of readers have taken action on something they read in *Wearables* in the last 12 months.

Visit [ASIAdvertising.com](http://ASIAdvertising.com) to boost your brand today.

**ASI** Advertising

The most powerful media in the industry.