

Print Marketing Matters During a Crisis

Get the awareness and exposure you need during this difficult time.

Marketing in magazines and catalogs increases brand awareness, helps boost exposure and online searches, and gives you a competitive edge. Now is a critical time for you to ensure that you're accomplishing these goals to get the maximum ROI from your advertising dollars.

So, why is it critical to invest in print marketing during a crisis?

- **Brand Awareness and Exposure**

Advertising in print sends the message to distributors that your brand is strong and stable right now. Never before has it been so important to develop trust with your prospects, and 82% of consumers trust print ads over any other form of advertising.*

- **Step One in a Multichannel Approach**

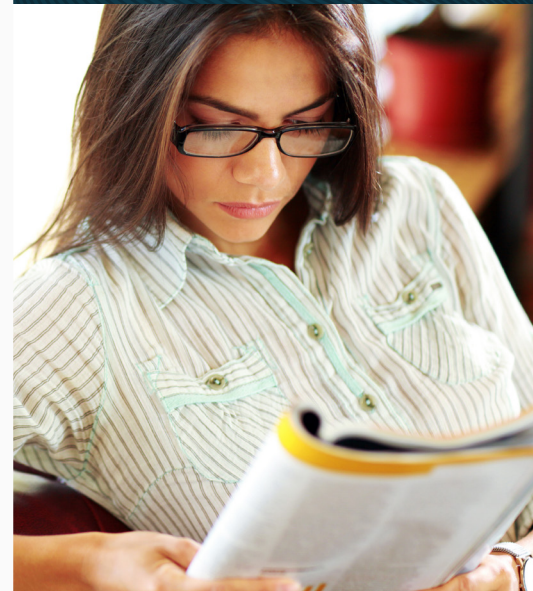
Print advertising leads to online searches and sales. Use it as an opportunity to incorporate a CTA that drives distributors to search for your products in ESP®.

- **Uninterrupted and Undivided Attention**

Right now, most people are at home and taking things slow. Many are turning to magazines, catalogs and other print media to distract themselves from digital noise.

- **Longevity and Sustainability**

Once printed, the magazine or catalog stays with the consumer far longer than digital ads. A one-time purchase on your end turns into a long lifespan of exposure.



10% more
customers will visit
an advertiser's website
because of effective
print ads.*

By exuding confidence and stability during tough times, your brand will be better positioned to reap the rewards in the long run. To learn more about our print marketing options, visit [ASlads.com](https://www.aslads.com).