

WHAT DOES PRINT REALLY STAND FOR?

ACHIEVE MORE WITH **PRINT** ADVERTISING.



61%

of magazine readers are inspired to take action after seeing something in print!*



Provides a long-lasting brand image.

Ranks an advertiser higher in the consumer's mind.

Initiates reader interest.

Nudges viewers to make purchases.

Teaches trust amongst your prospects.

Many consumers believe print to be the most trustworthy form of advertising, and that can go a long way in the promotional products industry. ASI® publications have an audience of over **250,000 loyal readers** who turn to our three trade magazines for business news, emerging trends and industry forecasts.

**BENEFIT FROM PRINT ADVERTISING IN ASI MAGAZINES!
CONTACT YOUR ACCOUNT EXECUTIVE TODAY.**



Advertising
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*Source: "Magazine Industry Overall Statistics," acsmmediakit.org
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