

PRINT STILL HAS POWER

CHECK OUT THE MANY REASONS YOU SHOULD ADVERTISE IN PRINT.



"MAGAZINES ARE TOO EXPENSIVE."

Marketing and advertising are investments, like hiring staff, paying a lease, etc. If you receive one large order from a distributor, your ad is more than paid for. Repeat business from that one order adds up over time and turns into reoccurring profits.

"I'M NOT A BIG SUPPLIER. WHY SHOULD I ADVERTISE?"

Regardless of the size of your company, you want to:

- Grow brand recognition
- Build trust
- Increase sales

Print advertising helps you do all these things, and it also encourages potential and existing clients to take action. Advertising is the complement to any great marketing mix of trade shows or face-to-face meetings. Readers trust print ads when making purchasing decisions, more than any other platform.

"PRINT CAN'T MEASURE MY RETURN ON INVESTMENT AND IT DOESN'T WORK."

Print drives action. According to the NAA paper titled "Why Newspaper Media? They Add Value for Advertisers," two-thirds of people use the internet to find more information on something they read in print. Out of those two-thirds, 70% of the consumers actually made a purchase after doing more research on the product.

"YOU DON'T REACH MY TARGET AUDIENCE."

With three completely different publications, our print magazines target different audiences, totaling 250,000+ readers: distributor business owners with *Counselor*®, salespeople with *Advantages*® and screen printers with *Wearables*®.

"ADVERTISING IS MAINLY ONLINE NOW."

93%

of readers across all ages prefer hard-copy print to online. The majority of readers would rather have a physical copy to read versus a screen.

Sources: Mediapolisolutions.com, "Will Print Still Work in 2018"
Mediaspacesolutions.com, "The Benefits of Print Advertising"

USE THE POWER OF PRINT TO GET YOUR MESSAGE OUT!
CALL YOUR REP TO GET STARTED.



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