



Benefits of Print Media Advertising

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Did You Know About The Print Media Advertising

Did you know that advertising campaigns combining printed direct mail collateral with internet advertising achieve up to a 25% higher response rate than an internet-only campaign? If your publication spans both print and web, you can draw on the strengths of both, using, for example, print advertising to drive traffic to your site's custom job board or sponsored long-form web journalism.



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Advantages Of Print Media Advertising

▣ Specific Target Audience:

In print media, the advantage of catering to specific target audience opens up countless opportunities to enhance sales figures. A fashion magazine would highlight cosmetic products and fashion accessories. At the same time, a sports magazine would display sports related ads to cater to its readers. There is no wastage of resources as ads get to reach the target audience.



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Advantages Of Print Media Advertising

☑ Influentials Are Swayed by Print

The MRI Survey of the American Consumer found that so-called “influentials,” who sway other consumers, are influenced by print, with 61% reporting being influenced by magazines and 53% being influenced by newspapers. Magazine giant Condé Nast has found other encouraging numbers for print, specifically that fashion and beauty magazines now attract around 50% more young (18- to 24-year-old) readers than in 2001.



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Advantages Of Print Media Advertising

▣ Print Readers Are Focused

This only makes sense. If you're browsing the web with six tabs open and the television on in the background, you may not be that receptive to all the advertising going on around you. But if you're reading a newspaper or magazine, you're generally focused on just that. Folio Magazine reports that a Ball State University study showed that when magazines are used by consumers, they are the primary or exclusive medium 85% of the time.



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Advantages Of Print Media Advertising

▣ High Reach Prospective:

Another advantage is that magazines have a high reach prospective. This is because magazines get passed from family to friends to customers to colleagues and so on.



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Advantages Of Print Media Advertising

▣ Glossy Ads

Unlike newspaper advertising, magazine advertising gives great scope to glossy ads. These are usually trend setting and eye catching. The best thing is that every body loves to look again and again at glossy ads. So maximum visibility is again reiterated through magazine advertising.



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