

# WHY PRINT?

## TRUSTED



82% of people who want to make a purchase trust print ads the most. <sup>1</sup>

## PERSONAL



7 out of 10 Americans find direct mail adverts more personal than online ads. <sup>2</sup>

## EFFECTIVE



80% of people consider visiting the business they see in brochures. <sup>3</sup>

## MEMORABLE



People are 70% more likely to remember businesses seen in print compared to online. <sup>4</sup>

# PREVIEW

## ENGAGING



Print readers spend 20 minutes with a publication, compared to five minutes with digital. <sup>5</sup>

## GREEN



In North America, the paper industry grows more trees than it harvests. <sup>6</sup>

## TANGIBLE



92% of 18-23 year olds find it easier to focus on printed content because of its tangibility. <sup>7</sup>

### Sources:

- <sup>1</sup> MarketingSherpa
- <sup>2</sup> DirectMailingCenter
- <sup>3</sup> Bentley University
- <sup>4</sup> CanadaPost.ca
- <sup>5</sup> inma.org
- <sup>6</sup> Oswald et al, 2019
- <sup>7</sup> "Words Onscreen: The Fate of Reading in a Digital World." 2015, Oxford University Press



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