

WHY PRINT? PART I

Young professionals ages 18-34 communicated a strong preference for receiving information in the mail over electronic options.

(Print CEO Blog 8/14/08)

Respondents in the 18-34 year old demographic proclaimed nearly a two-to-one preference for receiving product information by direct mail over email, online, across all categories.

(Print CEO Blog 8/14/08)

57.7% of 18-34 year olds preferred information by direct mail, as opposed to only 27.3% preferring email and online combined.

(Print CEO Blog 8/14/08)

Over 75% of consumers find online ads more intrusive than print ads. Almost two-thirds of consumers report paying more attention to print ads than online ads.

(Deloitte's 2007 State of the Media Democracy Study)

More than 90% of consumers who read ad inserts use the pieces for more than just price comparisons. More than 50% of those who read them do so for at least three reasons: clipping coupons, assisting in making a shopping list, browsing new products or styles. Additionally, 45% of respondents use inserts to look for recipes, while 37% say they helped steer shopping trips the same day they read the insert.

(Vertis Customer Focus, 2008)

While new platforms like the Internet are beginning to catch up with older media in terms of ad revenues, traditional advertising channels continue to retain the public's trust. Ads in newspapers rank second worldwide (behind word-of-mouth) among all media categories, at 63% overall, while television, magazines and radio each ranked above 50%.

(Nielsen Online Global Consumer Study April 2007)

Clarke, Inc. can help you reach more prospects using print advertising and direct mail. Call to see how we can help you be better and do more.

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