

Print is Effective

The Value of Print

Research shows people learn and retain more effectively from print than from viewing a computer. Paper has a major advantage in supporting annotation while reading, quick navigation, and flexibility of spatial layout. This allows the readers to deepen their understanding of the text, extract a sense of its structure, create a plan for writing, cross-reference to other documents, and interleave reading and writing.

A new generation of digital natives show a strong preference for paper, still the favored medium of all age groups for reading and safekeeping of documents.



Printing is still an important method of advertising. People tend to have a natural affinity for newspapers and magazines, including pertinent advertising pieces they can save and read at their leisure. Printed ads are also perceived by readers as being credible, especially in familiar publications.

Print compliments your marketing communications. 76% of small businesses surveyed believe that their ideal marketing mix is a combination of print and electronic/digital communications.

Here are some facts for you.

1. 85% of consumers sort through and read selected pieces of mail every day. (Source: Mail Print)
2. 40% of consumers say that they have tried a new business after receiving direct mail. (Source: Mail Print)
3. Direct mail has a response rate three times higher than email. (Source: DMA 2011 Statistical Fact Book)
4. 63% of consumers report that they bought something they saw in custom publication. (Source: Ibid/Choose Print)
5. 79% of total nonprofit gifts come through direct mail, only 10% online. (Source: USPS)
6. 70% of Americans enjoy reading printed magazine vs information online. (Source: Deloitte Research.)
7. 74% of college students prefer a printed textbook when taking a class, and 53% of college students would not buy a digital copy. (Source: Student Watch 2010, National Association of College Stores)

Compiled by Panaprint, Inc., Macon, GA